

COURIER-JOURNAL.COM

STANDARD ADS

Home Page	SIZE	CPM	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
Spotlight Sponsor	88 x 31	\$3	\$2.85	\$2.70	\$2.55
Billboard (ATF)	300 x 250	\$16	\$15.20	\$14.40	\$13.60
Monster (ATF)	300 x 600	\$18	\$17.10	\$16.20	\$15.30
Billboard	300 x 250	\$14	\$13.30	\$12.60	\$11.90
Monster	300 x 600	\$16	\$15.20	\$14.40	\$13.60
<i>High Impact Rich Media Upgrade:</i>		<i>Add \$4</i>	<i>Add \$3.80</i>	<i>Add \$3.60</i>	<i>Add \$3.40</i>

Section Targeting	SIZE	CPM	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
Spotlight Sponsor	88 x 31	\$2.75	\$2.61	\$2.48	\$2.34
Leaderboard	728 x 90	\$12	\$11.40	\$10.80	\$10.20
Billboard	300 x 250	\$12	\$11.40	\$10.80	\$10.20
Skyscraper	160 x 600	\$12	\$11.40	\$10.80	\$10.20
Monster	300 x 600	\$14	\$13.30	\$12.60	\$11.90
<i>High Impact Rich Media Upgrade:</i>		<i>Add \$4</i>	<i>Add \$3.80</i>	<i>Add \$3.60</i>	<i>Add \$3.40</i>

Run of Site	SIZE	CPM	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
Spotlight Sponsor	88 x 31	\$2.50	\$2.38	\$2.25	\$2.13
Leaderboard	728 x 90	\$8	\$7.60	\$7.20	\$6.80
Billboard	300 x 250	\$8	\$7.60	\$7.20	\$6.80
Skyscraper	160 x 600	\$8	\$7.60	\$7.20	\$6.80
Monster	300 x 600	\$10	\$9.50	\$9.00	\$8.50
<i>High Impact Rich Media Upgrade:</i>		<i>Add \$4</i>	<i>Add \$3.80</i>	<i>Add \$3.60</i>	<i>Add \$3.40</i>

TARGETING (ROS ONLY)

Geographic and/or Demographic	SIZE	CPM	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
Leaderboard	728 x 90	\$12	\$11.40	\$10.80	\$10.20
Billboard	300 x 250	\$12	\$11.40	\$10.80	\$10.20
Skyscraper	160 x 600	\$12	\$11.40	\$10.80	\$10.20
Monster	300 x 600	\$14	\$13.30	\$12.60	\$11.90
<i>High Impact Rich Media Upgrade:</i>		<i>Add \$4</i>	<i>Add \$3.80</i>	<i>Add \$3.60</i>	<i>Add \$3.40</i>

CALL TODAY!

To get started, contact your Sales Representative or call Erik Helton at 502.582.4067.

Please See Metromix.com rate card for pricing.

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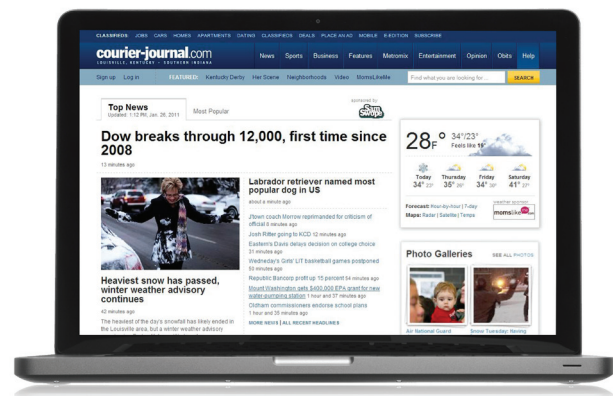
HIGH IMPACT SPECIALTY ADS

Pencil (Sliding Billboard) Or Peel Back (Page Curl)	PLACEMENT	PER DAY	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
	Home Page	\$3,000	\$2,850	\$2,700	\$2,550
	Sports	\$750	\$713	\$675	\$638
	News	\$500	\$475	\$450	\$425
	Features, Bus, Ent.	\$250	\$238	\$225	\$213
	PLACEMENT	PER WEEKEND	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
	Home Page	\$4,000	\$3,800	3,600	\$3,400
	Sports	\$1,000	\$950	\$900	\$850
	News	\$650	\$618	\$585	\$553
	Features, Bus, Ent.	\$350	\$333	\$315	\$298

Interstitial	SIZE	PER DAY (M-F)	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
	810 x 550	\$1,200	\$1,140	\$1,080	\$1,020
	SIZE	PER DAY (SAT-SUN)	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
	810 x 550	\$600	\$570	\$540	\$510

SPECIALTY ADS

Type	CPM	3 MONTH RATE	6 MONTH RATE	12 MONTH RATE
Mobile				
WAP Site Display Banner	\$15	\$14.25	\$13.50	\$12.75
WAP(Short Message Service)/Text	\$15	\$14.25	\$13.50	\$12.75
Video				
Pre-Roll Video W/companion billboard - ROS	\$20	\$19	\$18	\$17
Pre-Roll Video W/companion billboard - Targeted	\$25	\$23.75	\$22.50	\$21.25
E-mail Blast				
Minimum 10,000 per drop	\$30			
E-mail Newsletter				
160x600 ad position in locally produced e-newsletter	\$15			
Facebook Share				
\$500 max charge per campaign includes landing pg		10% up charge		
SEO/SEM Advertising				
		Ask for custom quote		



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