

Advertising on digitalBURG.com

digitalBURG.com is the only online news source for Warrensburg and Johnson County, Missouri.

We typically have 8,000 – 10,000 IP addresses that access the website each week, and 1,000 to 1,600 page views per day from our viewers. Page hits number in the thousands each week.

Unlike print newspaper editions, however, dB can carefully track how many people see your ads and how many people click on the links you may provide.

You can keep your advertising in front of prospective purchasers far more often for the same cost as print advertising.

Pricing by Impression as of Sep. 1, 2006

Purchasing banners by the number of people who see them (impressions) makes it easy to scale a campaign to your needs. You can decide your budget, and/or the number of people you intend to reach.

<u>Impression Level</u>	<u>Cost per Thousand</u>
Big Ads	
300 x 250	\$20 (first block in the right column)
160 x 600	\$18 (rightmost column)
Banner Ads	
468 x 60	\$14 (above news content on our "article" pages or below news content on the "section" pages)
160 x 240	\$12 (below the 160 x 600 ads in the right column)
234 x 60	\$ 8 ("below the fold" near feeds and widgets, near the bottom)
Button Ads	
160 x 60	\$12 ("above the fold" between column items)

Add \$3.00 CPM for dayparting. Dayparting means that the ad only runs on certain days, certain times during the day, or some combination of day and time (not recommended).

Base your monthly costs on up to 30,000 views (as of 4/1/06), which means up to \$600 per month to run your ad full time, exclusive position (not in rotation), based on ad type and page hits. Or you can specify the amount you want to spend, leave it in rotation with other company ads (recommended), or daypart.

Prices are subject to change.

**Don't have a banner, no problem. Don't have a website, no problem.
We provide advertising solutions, not just rates.**

160 x 600



Interactive Advertising Bureau



300 x 250



Interactive Advertising Bureau

160 x 240



Interactive Advertising Bureau



Interactive Advertising Bureau

468 x 60



Interactive Advertising Bureau



Interactive Advertising Bureau

234 x 60

160 x 60

dB digitalBURG.com

News where you live

digitalBURG.com
P.O. Box 1257
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