

EFFECTIVE JANUARY 2, 2009

	Annual \$ Commitment	Top Banner (728x90)	Big Ad (300 x 250)	Skyscraper (160 x 600)**
Homepage, Latest News, BSU Football		CPM	CPM	CPM
Homepage, Latest News, BSU Football	\$10,000	\$12.00	\$12.00	\$10.00
Homepage, Latest News, BSU Football	\$5,000	\$15.00	\$15.00	\$13.00
Homepage, Latest News, BSU Football	\$2,000	\$18.00	\$18.00	\$16.00
Homepage, Latest News, BSU Football	Open Rate	\$22.00	\$22.00	\$20.00
Contact your sales rep for open minimum requirements				

	Annual \$ Commitment	Top Banner (728x90)	Big Ad (300 x 250)	Skyscraper (160 x 600)
Index & Story Pages		CPM	CPM	CPM
Index & Story Pages	\$10,000	\$10.00	\$10.00	\$8.00
Index & Story Pages	\$5,000	\$14.00	\$14.00	\$11.00
Index & Story Pages	\$2,000	\$16.00	\$16.00	\$13.00
Index & Story Pages	Open Rate	\$18.00	\$18.00	\$16.00
Contact your sales rep for open minimum requirements				

	Annual \$ Commitment	Top Banner (728x90)	Big Ad (300 x 250)	Skyscraper (160 x 600)
ROS within Index & Story Pages (not including Homepage, Latest News & BSU Football)		CPM	CPM	CPM
ROS Index & Story Pages	\$10,000	\$8.00	\$8.00	\$6.00
ROS Index & Story Pages	\$5,000	\$10.00	\$10.00	\$8.00
ROS Index & Story Pages	\$2,000	\$12.00	\$12.00	\$10.00
ROS Index & Story Pages	Open Rate	\$14.00	\$14.00	\$12.00
Contact your sales rep for open minimum requirements				

DYNAMIC ADS: add \$5 to the CPM rate {limit 1 per channel}

ROADBLOCKS: Please contact your sales representative for rates and availability.

Big Ad

Dimensions: 300x250
File Size: 30,000 bytes Flash SWF, 20,000 bytes GIF, JPG
File Format: GIF, JPEG, HTML, SWF, Javascript
Placement: Top right of pages throughout IdahoStatesman.com including home page.
Animation: Ad may include animation (5 second delay followed by up to 15 seconds of animation and then stop.)

Top and Bottom Banner

Dimensions: 728x90
File Size: 30,000 bytes Flash SWF, 20,000 bytes GIF, JPG
File Format: GIF, JPEG, HTML, SWF, Javascript
Placement: Top center of pages throughout IdahoStatesman.com.
Animation: Ad may include animation (5 second delay followed by up to 15 seconds of animation and then stop.)

Skyscraper

Dimensions: 160x600
File Size: 30,000 bytes Flash SWF, 20,000 bytes GIF, JPG
File Format: GIF, JPEG, HTML, SWF, Javascript
Placement: Right side of pages throughout IdahoStatesman.com EXCEPT home page.
Animation: Ad may include animation (5 second delay followed by up to 15 seconds of animation and then stop.)
**Skyscraper not available on the homepage

Newsletter

Dimensions: 180x150
File Size: 20,000 bytes GIF, JPG
File Format: GIF, JPEG
Placement: Top of newsletters.
*All swf files require a backup gif or jpg.
20,000 bytes file size limitation.

- Obtain maximum exposure with an ad on Idaho's #1 website for news and information.
- Measurable results - We will tell you how many times your message was viewed by visitors each month.



For more details on online specs:
<http://ads.idahostatesman.com/2008/online/sizes.htm>