

# WEB RATES 2012

## SIZE OPTIONS

- Rectangle - 400 px x 80 px
- Banner - 575 px x 100 px
- Square - 300 px x 300 px
- Tower - 300 px x 600 px

## IMPRESSIONS    COST

10,000	\$210
25,000	\$475
50,000	\$850
75,000	\$1,125
100,000	\$1,200

## ART CHARGES

Prices do not include art charges, there is a \$50 ad creation fee and a \$25 fee for ads that need to be updated or modified.

## ROTATION

For a NON ROTATING ad add 20%

## ANIMATION

Add 15% for an ad with animation

## ACCEPTED FILE FORMATS

DoubleClick tag, FLA (ActionScript 2 ONLY), GIF, JPEG, PNG

## REPORTING

Clients will be provided with a monthly status report upon request

The screenshot shows the website header with navigation links: HOME, ABOUT, ADVERTISE, SUBSCRIBE, CONTACT. The main title is "Park Cities People" with the tagline "The Best Weekly Newspaper in Texas". Below the header is a secondary navigation bar with links: 30TH ANNIVERSARY, GOOD NEIGHBOR, PEOPLE'S CHOICE WINNERS, WEDDINGS & ENGAGEMENTS, PHOTOS, and a search bar with a "GO!" button. Below this are more category links: CLASSIFIEDS, RESTAURANTS, SCHOOLS, WORSHIP, ANNOUNCEMENTS, OBITUARIES, PODCAST, PRESTONHOLLOWPEOPLE.COM, and OAKCLIFFPEOPLE.COM.

Three ad placement options are highlighted with blue boxes:

- RECTANGLE**: 400 px x 80 px
- BANNER**: 575 px x 100 px
- SQUARE**: 300 px x 300 px
- TOWER**: 300 px x 600 px

The main content area features a news article titled "Pet Pig Turns Heads in Preston Hollow" dated April 21, 2011. The article includes a photo of a woman walking a pig on a leash. The caption reads: "Petunia the potbellied pig has become the star of her neighborhood. (Staff photo by Christina Barany)." The article text says: "If you've driven down Meadow Road over the last several months, you may have seen an unusual sight. Weezie Margolis has a pet pig named Petunia, whom she walks four times a day. Want to know why? You'll just have to pick up a copy of this week's Preston Hollow People to find out. (A tip of the hat to Lydia Player for clueing us in to this story.)"

At the bottom of the article, it says "By Dan Kuller" and "Apr. 21, 2011 | 10:14 am | No Comments | Comments RSS".

## SECTIONS

- Good Neighbor
- People's Choice Winners
- Weddings & Engagements
- Photo Gallery
- Subscribe
- Classifieds
- Schools
- Worship
- Obituaries
- Planner
- Meet the Bloggers
- About
- Rack Locations

# WEB NOTES

## IMPRESSIONS

An advertisement's appearance on an accessed Web page. An impression could also be described as each time an ad is displayed.

For example, when you go to parkcitiespeople.com and the SMU ad displays, that is one impression. If you click on comments, or any other page, and the SMU ad appears again that is another impression.

## ROTATING ADS

Each time a page is open or reloaded a new ad will appear. In each position, the ads change each time you go to the website and each time you refresh the page.

For example, when you visit parkcitiespeople.com the tower ad will show and SMU ad, if you refresh or go to a different page a different ad will appear in the tower position.

## ANIMATED ADS

Animated ads refer to a single ad having motion/animation. An ad can be animated and rotating.

For example, Land Rover could have a car drive around in its ad, just because an ad is animated; it is not excluded from rotating. The only way an ad will not rotate is if the up charge is paid.

## MAIN PAGE

Includes all blog posts, comments, "read more", and older posts pages.

Banner ads, sidebar ads, the rectangle ad and blog banner ads are available on the main page

## INTERIOR PAGES

This includes anything that is not on the main page. (i.e. wedding, photos, classifieds).

Banner ad and sidebar ads are available on interior pages

## SIDEBAR

The information to the right of the posts. Sidebars can change on each page of the website (i.e. wedding, photos, classifieds). Sidebars will always have the square ad on top and tower ad on bottom.

## BLOG BANNER *(Seperate from the Main Banner)*

Blog banner ads appear only on the main page. There are 3 positions that can hold 3 ads each. Appears under the third, sixth and ninth post.

## BANNER, SQUARE AND TOWER ADS

These can hold 3 ads each (i.e. a Dave Perry Miller ad, SMU ad and DSM ad would all be in the tower

# WEB NOTES

## BANNER, SQUARE AND TOWER ADS

These can hold 3 ads each (i.e. a Dave Perry Miller ad, SMU ad and DSM ad would all be in the tower ad position and rotate appearances with each new page view/refresh).

## RECTANGLE AD

This can hold 3 ads. It will be the same three ads throughout the entire site. If this ad is sold to Dave Perry Miller, SMU and DSM you will see one of these three ads every time you visit a page on our website.

These will complete impressions fastest. This spot might work very well for short promotions/announcements.

## REPORTS

Valerie will be sending reports of impressions upon request. Please send job ticket to her when a report is needed.

## THINGS TO REMEMBER

Your ads will be getting a lot of impressions until all pages and new sidebars are sold. This is because every-time a user chooses/visits a page on our site the ad will get an impression.

Clients can be on any combination of [parkcitiespeople.com](http://parkcitiespeople.com), [prestonhollowpeople.com](http://prestonhollowpeople.com) or [oakcliff-people.com](http://oakcliff-people.com).

# FLASH CLICK COUNTING

All ads must be created in ActionScript 2. When creating flash ads it is necessary that the ad's destination (click-through) URL is not physically hard coded into the SWF file, otherwise click counting will not be possible. Instead, the "clickTag" variable should be used. The value of this variable can then be handed over to the flash banner by the ad server.

## ADVANTAGES

- Both sides can count clicks via the ad server.
- It isn't necessary to return the Flash file to the designer if the destination url needs to be changed.
- The destination URL can easily be checked.
- There's no need for the Flash designer to know the destination url.

## IMPLEMENTATION

To implement the clickTag click counting method in your flash creative, simply insert a new toplayer button in the clickable area and add the following action:

```
on(release){  
    getURL(clickTag,"_blank");  
}
```

## ENSURE THAT

- The URL box is set as an expression.
- clickTag is lower case, except for the 'T' which must be upper case.
- The target window is set appropriately.
- The Flash file is coded in ActionScript 2

## MULTIPLE CLICK-THROUGHS

The process is almost the same for flash creative which contains multiple clickable zones with different destination URLs. Follow the procedure outlined above, but instead of clickTag use clickTag1, clickTag2, clickTag3, etc. for each clickable area.