

Online Ad Rates

Rates per 4 week rotation

Premium Placement Big Ads (A la Carte)	# ads	Ad Size	Total Pageviews*	Impressions per ad	CPM	Flash Animation**	Video Ad
Local News Stories	8	300x250	120,000	15,000	\$40	\$700	\$800
Local News Index	5	160x600	75,000	15,000	\$40	\$700	\$800
Local Business Stories (includes national AP)	2	300x250	30,000	15,000	\$40	\$700	\$800
Local Business Index	1	160x600	15,000	15,000	\$40	\$700	\$800
Sports Stories (includes national AP)	4	300x250	60,000	15,000	\$40	\$700	\$800
Sports Index	3	160x600	36,000	12,000	\$40	\$580	\$680
Blazer page	1	300x250	15,000	15,000	\$35	\$625	\$725
Opinion Index/Stories	4	160x600	60,000	15,000	\$35	\$625	\$725
Forums (ColumbianTalk)	6	160x600	90,000	15,000	\$35	\$625	\$725
State, National, World AP Stories	2	300x250	30,000	15,000	\$35	\$625	\$725
Arts & Living Story Pages (includes national AP)	3	300x250	30,000	10,000	\$40	\$500	\$600
Arts & Living Index Page	1	160x600	10,000	10,000	\$40	\$500	\$600
Obituaries (Index and Stories)	4	160x600	160,000	40,000	\$35	\$1,500	\$1,600

Rates per 4 week rotation

Biz Builder Big Ads (Run of Site)	# ads	Ad Size	Total Pageviews*	Impressions per ad	CPM	Cost***	Video
Includes: Secondary pages for all sections, including specialty entertainment, world news, weather, traffic, some blog pages, ColumbianTalk, ColumbianShop pages and PDXguide refer pages. (Can buy multiple units of 10,000 impressions)	150	varies	1,500,000	10,000	\$20	\$200	N/A

Rates per 4 week rotation

Premium Placement Big Ads & Biz Builder Pkg.	# ads	Ad Size	Total Pageviews*	Impressions per ad	CPM	Flash Animation**	Video Ad
Local News Stories + a Biz Builder (ROS) ad	8	300x250	200,000	25,000	\$30	\$850	\$950
Local News Index + a Biz Builder (ROS) ad	5	160x600	125,000	25,000	\$30	\$850	\$950
Local Business Stories (includes AP) + a Biz Builder (ROS) ad	2	300x250	50,000	25,000	\$30	\$850	\$950
Local Business Index + a Biz Builder (ROS) ad	1	160x600	25,000	25,000	\$30	\$850	\$950
Sports Stories (includes national AP) + a Biz Builder (ROS) ad	4	300x250	100,000	25,000	\$30	\$850	\$950
Sports Index + a Biz Builder (ROS) ad	3	160x600	66,000	22,000	\$30	\$760	\$860
Blazer page + a Biz Builder (ROS) ad	1	300x250	25,000	25,000	\$25	\$725	\$825
Opinion Index/Stories + a Biz Builder (ROS) ad	4	160x600	100,000	25,000	\$25	\$725	\$825
Forums (ColumbianTalk) + a Biz Builder (ROS) ad	6	160x600	150,000	25,000	\$25	\$725	\$825
State, National, World AP Stories + a Biz Builder (ROS) ad	2	300x250	50,000	25,000	\$25	\$725	\$825
Arts & Living Story Pages (includes national AP)	3	300x250	60,000	20,000	\$30	\$700	\$800
Arts & Living Index Page	1	160x600	20,000	20,000	\$30	\$700	\$800
Obituaries (Index and Stories) + a Biz Builder (ROS) ad	4	160x600	200,000	50,000	\$25	\$1,350	\$1,450

* Total impressions made available for ad sales. Does not reflect total impressions for section or story.

** Ads using Category 1 Impact Engine templates. Additional charges may apply.

*** Additional production charges apply if bought separately.

Contact your advertising representative or call 360.735.4497

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IT PAYS TO ADVERTISE IN THE COLUMBIAN.