

Digital Advertising

Digital advertising is generally reserved for print advertisers and sponsors.

There is a \$500 minimum for non-print advertisers.

Web Banner Ads

PN offers digital banner advertising. Our ad network is completely localized and we control all the ads that are placed.



728 x 90 px (leaderboard)

Three sizes: 728 x 90 px (leaderboard); 300 x 250 px (medium rectangle); 300 x 600 px (half page).

We charge \$50/week for all three sizes in rotation.

Just want impressions: \$50 per 5000.

We've found the best approach is a campaign that utilizes all three sizes with a little different message in each one. Design services are available for \$75/ad.

Banner ads may be submitted in .png, .jpg, embed code, etc., 72 DPI RGB with a link. PN prefers static ads. Animated ads don't always work...

Digital ads may be reserved and purchased at any time if inventory is available. Check out current digital ads at www.positivelynaperville.com.



300 x 250 px (medium rectangle)

Daily Email Newsletter

(Called the Daily Square-Scoop)

Pricing varies depending on size of ad. Prices range from \$100 to \$250/week.

Also Available – Pop-up ads and sponsored content

Contact PN and tell us what you have in mind and we can provide a quote. Pop-ups and sponsored content are all customized.

- *PN reserves the right to edit ads for content and formatting; and place stoppage of ads without notification.*
- *Payment must be received in full for one time open rate banner ads at time of placement.*

Contact PN

630.369.8447

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www.positivelynaperville.com

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Graphics are not actual size



300 x 600 px (half page)