

# Digital Advertising

*Digital display advertising is generally reserved for print advertisers and sponsors.*

There is a \$750 minimum for non-print advertisers.

## Display/Banner Ads

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

**Sizes:** 728 x 90 px (leaderboard); 300 x 250 px (medium rectangle); 300 x 600 px (half page); 320 x 50 px (mobile) 970 x 250 px (billboard).

We charge \$65/week for all sizes in rotation.

**Just want impressions:** \$65 per 5000.

We've found the best approach is a campaign that utilizes all 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](http://www.positivelynaperville.com).

## 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

[ideas@positivelynaperville.com](mailto:ideas@positivelynaperville.com)

[www.positivelynaperville.com](http://www.positivelynaperville.com)

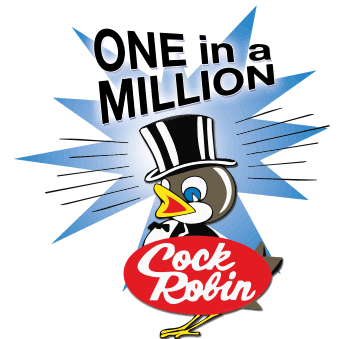
Mailing Address:

Positively Naperville

1421 Sequoia Rd.

Naperville, IL 60540

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Graphics are not actual size