

Digital Advertising

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

**POS!TIVELY
NAPERVILLE**
positivelynaperville.com

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 \$100/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.

Daily Email Newsletter

(Called the Daily Square-Scoop)

Pricing varies depending on size of ad. Prices range from \$100 to \$250/week. **Size:** 970 x 250 px (billboard) Submitted in .png, .jpg, .gif, 72 DPI RGB with a link.

Sponsored Content/Articles

Sponsored content/articles are generally 300-400 words and include up-to 5 links accompanied with an image. Sponsored digital content/articles with links and email blast \$750 each or two for \$1,400. Sponsored content/articles with links are \$250 each or three for \$700.

- 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 digital content at time of placement.

Contact PN

630.369.8447

ideas@positivelynaperville.com

www.positivelynaperville.com

Mailing Address:

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Graphics are not actual size