

ONLINE ADVERTISING 2010

Skyscraper
160 w x 600 t

SKYSCRAPER
160 x 600 pixels

1 week: \$150
15,000 minimum
impressions

Flash: \$75 weekly
premium

Banner 728 w x 90 t

BANNER 728 x 90 pixels

1 week: \$180 - 15,000 minimum impressions
Flash: \$75 weekly premium

Island
300 w x 250 t

ISLAND 300 x 250 pixels

1 week: \$150 - 15,000 minimum impressions
Flash: \$75 weekly premium

Video ads available for the 300 x 250 ad size.

1 week: \$300 - 15,000 minimum impressions

**wweek.com has a
monthly average of:**

275,000 visits

185,000 unique visits

558,000 page views

Source: Google Analytics

IMPORTANT ONLINE AD SUBMISSION INFORMATION:

Willamette Week can build your online ad* at no additional cost. Logo and any additional art or fonts to be used must be provided by advertiser. **Deadline for art submission to build your online ad is one week prior to the scheduled run.**

* *Willamette Week* does not produce Flash media.

You may create and e-mail us an online ad. Deadline for client produced ads is one week prior to the scheduled run.

Dimensions and file sizes for online ads are listed below. Ads submitted exceeding

maximum file size will be adjusted (for optimum load time). Standard formats accepted are **GIF (static or animated) and JPEG**. Image resolution should be 72 pixels per inch and RGB color.

Flash media is accepted (**additonal \$75 weekly premium**)but may not exceed maximum file size noted below, or ads will be returned for file-size reduction.

**Maximum file size: Non-Flash 20K
Flash 30K**



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