

## Online Advertising

Advertise on the Oaksterdam News Archive website using banners in top positions or left and right Side Box display ads.

Contact us to discuss your campaign.

We offer "run of site" sponsorships/banner ads. Each sponsor (advertiser) may choose from positions that will be displayed on every page of the site. The choices are: Top horizontal, Top 2 Horizontal, Left Vertical, Left 2 Vertical and Bottom/Anchor Horizontal.

Each time someone views a page of our Web site, sponsors' ads appear. The ads in each position are rotated in a random but equal method. Each sponsor will get an equal percentage of views. For example: if there are 5 sponsorships available in the top position, each sponsor will receive 20 percent of the total page-views of the site.

Sponsorship is an affordable opportunity to be seen throughout our Web site. Instead of receiving a small number of page views by advertising in a fixed position on just the home page, you automatically gain a dramatic increase in exposure by running your ad across the entire site.

### Banner Ad Rates

TYPE  
SIZE  
COUNT  
LOCATION  
EACH PER MONTH

Standard Banner 1  
468 x 60  
5  
Top  
\$550

Standard Banner 2  
468 x 60  
5  
Top 2  
\$450

Left Vertical Banner 1  
120 x 240  
5

Left  
\$350

Left Vertical Banner 2  
120 x 240  
5  
Left 2  
\$250

Bottom Banner  
468 x 60  
5  
Bottom  
\$400

Advance payment discounts: 3 months: 5%; 6 months 10%; 12 months: 15%.

Art must be received 5 business days before start of ad run.

Max file size: 16K (12-bit preferred)

File format: GIF, JPEG, Animation OK

If you do not yet have a banner, or do not have one of this size, our production department can create one for a nominal fee.

All  
ad banner submissions subject to editorial and technical approval. In  
general, ads must not exceed 468x60px dimensions and 50kb jpg or gif.  
Content must conform to website Terms Of Service.

<<----- Left and Right side block ads in rotation on every page. ----->>

- 120x100 side block under 30kb jpg or gif - \$100 CPM (1,000 impressions)
- 120x200 side block under 30kb jpg or gif - \$200 CPM (1,000 impressions)
- 120x300 side block under 30kb jpg or gif - \$300 CPM (1,000 impressions)

Monthly and Annual rates also available.

To initiate an order, please contact us [here](#).

Advertiser provides graphics, graphic services are available for a fee.