

Digital Advertising Rates

HERALD-TRIBUNE MEDIA GROUP



DIGITAL ADVERTISING RATES

HeraldTribune.com advertisers enjoy access to more than 700,000 unique visitors every month. With a full inventory of standard sizes and exciting rich media opportunities to choose from, select the right package for your advertising message.

COST PER THOUSAND

	ROS	Section Specific	Home Page
Leaderboard* (top) 728x90	\$12.00	\$13.00	\$15.00
Medium Rectangle** (top) 300x250	\$13.00	\$14.00	\$16.00
Half Page* (top) 300x600	\$16.00	\$18.00	\$20.00
Medium Rectangle* (bottom) 300x250	\$11.00	\$12.00	\$13.00
Half Page* (bottom) 300x600	\$12.00	\$13.00	\$15.00
Skyscraper* 160x600	\$10.00	\$11.00	\$12.00
Leaderboard* (bottom) 728x90	\$4.00	\$5.00	\$5.00

* Leaderboard can no longer expand

* Expandable ads have an additional \$2.00 CPM

** Video ads have a one-time setup fee of \$150.00.
Video ads have an additional \$2.00 CPM

SLIDING BILLBOARD / CORNER PEEL SECTION SPECIFIC

	Per Day	Per Week
Home Page	\$1,000.00	N/A
Home Page Take-Over	\$1,500.00	N/A
News	\$1,000.00	N/A
Business	N/A	\$800.00
Sports / Opinion	N/A	\$600.00
Living	N/A	\$200.00
Entertainment/TicketSarasota.com	\$250.00	\$1,200.00
HT-Politics	\$250.00	\$1,400.00
Mugshots	\$300.00	\$1,680.00
Sidekick	\$1,500.00 & 2 cpm	N/A

TICKETSARASOTA.COM SPONSORSHIPS

	Ad Size	Rate Per Week	Banners
Home Page	954x300	\$450	30k
Photo Gallery	600x400	\$200	20k

*Contract discounts do not apply. Add \$100 per week for Video ads plus set-up fee.

NEWSLETTERS

	Ad Size	Rate Per Week
E-newsletter	300x250	\$250
E-Ticket (Top)	300x250	\$300
E-Ticket (Middle)	300x250	\$300

*Contract discounts do not apply. Add \$100 per week for Video ads plus set-up fee.

DIGITAL DISCOUNT WITH PRINT

	Rate	Banners
Jumpstart (Digital Only)	\$800.00	80k
Digital Static Package	\$200	20k

*Discounted ads can be Top Leaderboard OR BTM medium rectangle, half page or skyscraper. *ROS or ROS w/section targeting. *Contract discounts do not apply.

MOBILE

	Rate	CPM
Leaderboard	320x50	\$10

*m.HT.com & TicketSarasota app

CREATIVE SERVICES

Our award-winning designers specialize in print ads, rich media, landing pages, mobile ads and more.

All digital ads may incur additional charges.



LEADERBOARD
728 pixels x 90 pixels

MEDIUM RECTANGLE
300 pixels x 250 pixels

HALF PAGE
300 pixels x 600 pixels

SKYSCRAPER
160 pixels x 600 pixels

RICH MEDIA ADS

SLIDING BILLBOARDS
SLIDE DOWN!



EXPANDABLE BANNER
SLIDE TO THE SIDE!



CORNER PEELS



How to Contact Us for Advertising:

Sarasota

1741 Main Street, Sarasota, FL 34236
941-361-4000

Manatee

8713 E. State Road 70, Bradenton, FL 34202
941-745-7808

Venice

300 Tamiami Trail S., Venice, FL 34285
941-486-3030

National Advertising

1741 Main Street, Sarasota, FL 34236
941-361-4203

HeraldTribune.com

1741 Main Street, Sarasota, FL 34236
941-361-4000

HeraldTribune.com

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