**Understanding Online Advertising**

**HOMEPAGE:** The “front page” of a web site.

**RUN OF SITE (ROS):** All pages of a web site.

**SECTION PAGE:** Topic page (e.g., Sports, Arts, etc.).

**PIXELS:** The “dots” on a computer screen.

**PAGEVIEWS:** The number of pages seen by readers.

**IMPRESSIONS:** The number of times an individual ad is seen by a reader.

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**Homepage & Section Pages**

- **Leaderboard** (728x90 pixels)
- **Medium Rectangle** (300x250 pixels)
- **Half Page** (300x600 pixels)
- **Mobile** (320x50 pixels)

**Story Pages**

- **Leaderboard** (728x90 pixels)
- **Medium Rectangle** (300x250 pixels)
- **Half Page** (300x600 pixels)

**Targeted Ads**

- **Homepage** .................. $17 cpm
- **Leaderboard, Medium Rectangle or Half Page**
- **Mobile only** .................. $17 cpm
- **Beyond Program (off site)** ..... $14 cpm

**Run of Site (ROS)**

- **Leaderboard, Medium Rectangle, Half Page or Mobile** .................. $15 cpm

**NEW!**

**Sponsorship**

*Daily Hampshire Gazette Headlines*

- **Banner Ad** .................. $300/week or $1,000/month

**Email Blast**

- **Sent to Gazettenet.com registered users** .................. $50 cpm
- **Over 35,000 engaged Gazettenet users**

**Leaderboard** (728x90 pixels)
- **Medium Rectangle** (300x250 pixels)
- **Half Page** (300x600 pixels)
- **Mobile** (320x50 pixels)

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*Rates and statistics updated 8/15/2016*