



NORTH of BOSTON MEDIA GROUP

Digital Ad Rates



Standard Positions

Position	Size	Type	NOBMG Pricing
Medium Rectangle	300 x 250 px	standard or mobile / animated or static	ROS: \$12 CPM
Leaderboard	728 x 90 px	standard site / static or animated	ROS: \$12 CPM
Film Strip	300 x 600 px	standard site btf2 / static or animated	ROS: \$12 CPM
Mobile Banner	320 x 50 px	mobile / static	ROS: \$12 CPM

Sections (including homepage only), geo-targeting, & day parting for any size = \$15 CPM

High Impact Positions (Sponsorship 100%)

Position	Size	ET Pricing	SN Pricing	GT Pricing	NT Pricing	Weeklies Pricing
Sliding Billboard / Pencil	950 x 250px (bottom), 950 x 45px (top)	\$1,500/week \$400/day	\$900/week \$200/day	\$500/week \$200/day	\$400/week \$200/day	\$100/week
Floorboard	970 x 90px (open), 970 x 30px (closed)	\$1,500/week \$400/day	\$900/week \$200/day	\$500/week \$200/day	\$400/week \$200/day	\$100/week
Wallpaper (add on item to floorboard or billboard.)	Left/Right Rail = 310 x 1000px each	\$500/week \$200/day	\$300/week \$100/day	\$250/week \$100/day	\$250/week \$100/day	\$100/week
LMS	1000 x 600 px	\$595/month	\$450/month	\$450/month	\$450/month	\$299/month
Daily Headline Email	300 x 250px, 728 x 90px	\$600/month	\$500/month	\$400/month	\$400/month	-
eBlast		\$400 each	\$300 each	\$300 each	\$300 each	-

Definitions:

ROS: Run of Site

CPM: Cost per thousand impressions

Impression: The number of times an ad is displayed.

Notes:

Video Ads: video must be supplied as a mp4, will play in a medium rectangle spot, audio off.

Medium rectangle: ad will appear in one of three spots.

Mobile banner: will appear in 1 of 2 spots.

Email: 728 x 90 only in a breaking news emails if any are sent out.

Accepted File types:

Standard Positions: .jpg, .swf., .gif, tags

High Impact: jpg., or .gif (only billboard/pencil and floorboard can be animated gif.)

A: Wallpaper

D: Medium Rectangle

B: Billboard/Pencil

E: Floorboard

C: Leaderboard

F: Mobile Banner

The screenshot shows a newspaper website with several ad placements marked with letters A through F:

- A:** Located in the top left corner, above the navigation menu.
- B:** Located in the top right corner, above the search bar.
- C:** Located in the top center, above the main content area.
- D:** Located in the top right corner, below the search bar.
- E:** Located in the bottom left corner, below the main content area.
- F:** Located in the bottom right corner, below the main content area.

The main content area features a large advertisement for Northern Essex Community College titled "CATCH UP ON YOUR CLASSES OVER THE WINTER BREAK WITH AN NECC WINTER INTERSESSION COURSE". The ad lists various courses and includes a "REGISTER TODAY!" call to action.