

# Residents' Journal/We The People Media On Line Advertising Rates

## Introduction

We The People Media/Residents' Journal offers custom campaigns and varieties of online advertising sizes and positions for clients to meet their online marketing objectives. Advertisers can target specific sections throughout the website to reach their targeted audience with custom design or other varieties of sizes and positions.

The image immediately to the right shows samples of ad space available on most pages.

## Banner Ad Rates

Banner Ads [700 x 100 Pixels] are available on all inside pages, including our popular archives, video and youth pages.

A single banner ad costs just \$200.00 per month, and substantial discounts are available. For example, customers can secure 2 banner ads for just \$300.00 per month, 4 banner ads for \$400.00 per month and 6 banner ads for only \$500.00 per month.

Discounts are also available for long-term commitments: the cost for a 6-month contract for one banner ad is \$800.00. A commitment of one year costs just \$1,200.00 per banner. Of course, additional discounts are available for multiple ads, and other contracts are certainly negotiable.

## Side Bar Ad Rates

Side Bar Top [300 x 50 Pixels] \$200.00 per month  
Side Bar Middle [300 x 300 pixels] \$250.00 per month  
Side Bar Bottom [300 x 50 pixels] \$200.00 per month

Discounts are available for 3-month, 6-month and yearly contracts as well as for packages that include multiple ads.

## Specifications

All advertisements should be IAB regulated.  
All advertising is constructed from an image file (Gif, Jpeg Png), Javascript program or multimedia object employing technologies such as Java, Shockwave or Flash.

## Contact

For more information, email Advertising Manager Jeffrey Davis at: [jeff@wethepeoplemedia.org](mailto:jeff@wethepeoplemedia.org) or call 773 726-5780 x 303

The sample page displays the website layout with several ad spots. At the top, there is a navigation bar with links for ABOUT, ARCHIVE, YOUTH, VIDEO, REPORTERS, ADVERTISE, SUPPORT, and CONTACT. Below the navigation bar, there are two main ad spots: a 700px x 100px advertisement and a 300px x 50px advertisement. The page also features a 'Featured Content' section with three items: 'Best Years', 'Investigative Reporting', and 'Special Reports'. At the bottom, there is an 'Archives' section with a list of dates from March 2010 to November 2008. The page is titled 'Sample Page' at the top right.

Contact Advertising Manager  
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