

Online Display Ads

Ad Unit	Size	File Size
Leaderboard	728 x 90	70k
Medium Rectangle	250 x 250	70k
Tower	250 x 500	70k
Premium Rectangle	250 x 150	70k
Homepage Button	200 x 100	70k
In-story Rectangle	500 x 75	70k

Ready Advertisements

All ads should be high quality, full color, and only CMYK color profiles accepted. Allowable formats are preferred in order: EPS, PDF, PNG, JPG, GIF.

Ads, animated or static, must be submitted 5 days prior to campaign launch date. One pixel border is required around all ads with background color.

Rich Media

All rich media advertising units require prior approval and testing. Premiums may apply for rich media.

Maximum two files per ad unit. Additional files will incur a fee. Third party ads and verification accepted.

Send Ready Ads to:

advertising@thebengilpost.com

Note: All ads are sold on a first come basis. Limited units are available. Files received less than 5 days before scheduled publication date are not guaranteed to post on time.

Extras

- Full color usage - the days for paying more for full color are gone.
- Link any ad to any URL.
- Custom graphic design - we make sure you love it.
- Update your ad at any time, for free.

Advertising Rates

RATES ARE FOR ONE MONTH OR 30 DAYS, WHICHEVER OCCURS FIRST.

Ad Unit	Price
Leaderboard	\$250.00
Medium Rectangle	\$150.00
Tower	\$300.00
Premium Rectangle	\$225.00
Homepage Button	\$50.00
In-story Rectangle	\$200.00

Additional Ad Opportunities

Ad Unit	Price
Popup or Popover Ad	\$15/day
Slide In Ad	\$5/day
Link in Footer	\$20/month
Business Listing	Free
Calendar Events	Free w/ Paid Ad
Sponsored Content	\$50/story
Weekly Email Ad	\$30/week

Additional advertising opportunities are available, we will work with any advertising ideas you have.

Discounts

All ad prices are for one month or 30 days, whichever occurs first. Multiple month advertisement contracts get a discount of 10% for a 3-month contract (250x250 pixel ad on right sidebar \$150 x 10% off = \$135/mo), 20% for a 6-month contract (\$150 x 20% off = \$120/mo), and 33% for a 12-month contract (\$150 x 33% off = \$100/mo.).