

Rates



67% of adults have Internet access
 44% of online adults have Broadband access
 71% of online adults share shopping / gathering shopping info
 55% of online adults made purchases online
 Mori Research 2005, Freedom Comm. Statistical records

- Lasting Impression – Color & Motion!
- Interactive – Consumers can respond
- Available – Your ad is online 24/7
- Branding – Build brand awareness
- Target – Select the location of your ad
- Affordable – Low investment-High return

**Tier One - Home Page Sponsorships
 Home Page & Classified Home Page Advertising**

**Monthly
 (Contract Discounts Apply)**

160 x 600 Skyscraper Sponsorship Ad	\$200.00
728 x 90 Leaderboard Sponsorship Ad	\$150.00
300 x 250 Medium Rectangle Sponsorship Ad	\$150.00
120 x 90 Button	\$100.00

**Tier Two
 All Secondary Level Pages - Multi-Locations**

**Monthly
 (Contract Discounts Apply)**

	1	2	3	ea add'l
160 x 600 Skyscraper Ad	\$95.00	\$175.00	\$240.00	\$80.00
728 x 90 Leaderboard Ad	\$70.00	\$125.00	\$165.00	\$55.00
300 x 250 Medium Rectangle Ad	\$70.00	\$125.00	\$165.00	\$55.00
120 x 90 Button	\$45.00	\$80.00	\$105.00	\$35.00

Website Development

Custom web-design available. Contact your advertising consultant for a consultation and quote today.

Online advertising investment accrues towards contract fulfillment with La Frontera or The Monitor.



www.lafronteratx.com



Specifications

ONLINE MECHANICAL REQUIREMENTS

AVAILABLE PLACEMENT:

Section pages, Subsection pages and Article pages
-Ad space based on availability.

FORMATS:

..gif, .jpg, .swf, OAS approved HTML

ANIMATION:

15 seconds with a maximum 3 full rotations

RICH MEDIA: Yes **THIRD PARTY:** Yes

NOTES:

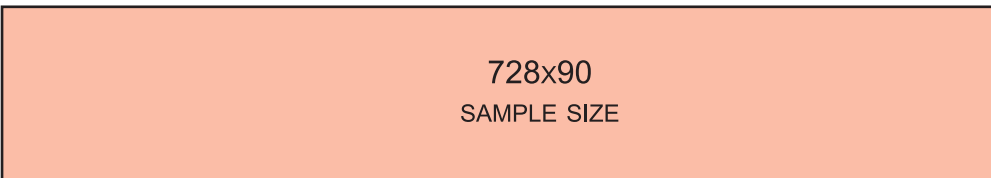
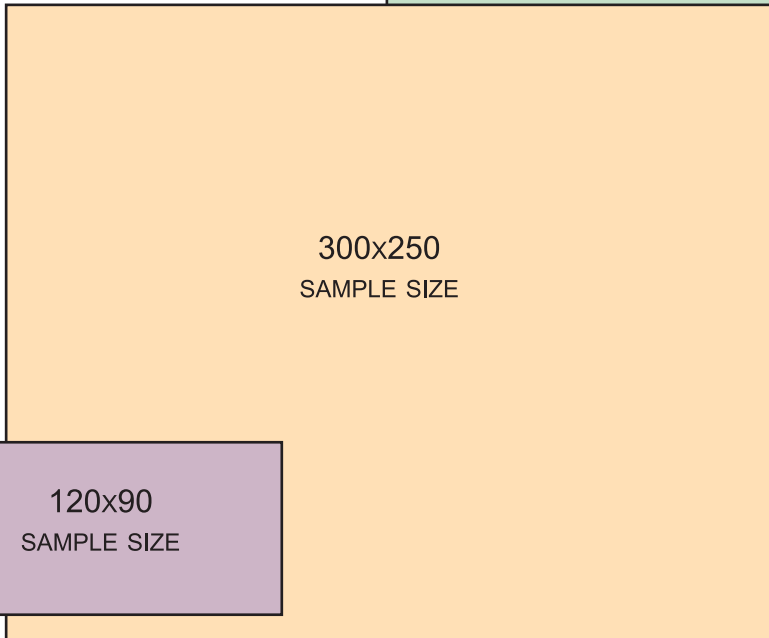
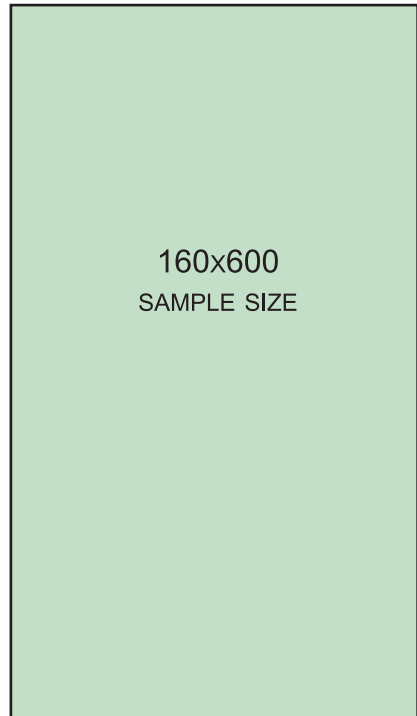
Audio/Video: User initiated - ads may play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins.
Expandable: Mandatory "Close X" box on the edge of the original unit. Feature-enable mouse-off retraction

SUBMISSION DEADLINE:

Two full business days before start date for GIF and JPG.
Five full business days before start date for rich media and third party creative.

SIZE DIMENSIONS & FILE SIZE

- 160 x 600px 20K (30k for flash ads)
- 728 x 90px 20K (30k for flash ads)
- 300 x 250px 20K (30k for flash ads)
- 120 x 90px 10K (10k for flash ads)



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