

ALBION NEWS Boone County Tribune

328 West Church St.
Albion, NE 68620

Phone: 402-395-2115 • FAX: 402-395-2772 • email: jim@albionnewsonline.com

www.albionnewsonline.com

Web Site Advertising Rates & Data **Effective January 1, 2024**

Based on our *Google Analytics* analysis, Albion News Online (www.albionnewsonline.com) generated consistently 15,000 to 50,000 page impressions monthly, depending on location. Run-of-site advertisers appearing in premium locations, every page, typically generate 17,000 to 30,000 page impressions per month. Ours is the top site for current news/weather from Albion and Boone County, Nebraska.

We can provide *Google Analytics* Page Impression Counts on a monthly basis to our advertisers.

Ad Sizes/Locations:

We have 2 basic ad sizes available. These include:

- The Banner: 728 pixels wide x 100 pixels high (top of page); and
- The Block (medium rectangle): 300 pixels wide x 250 pixels high (right side of page).

Currently ads run on each page within our web site, with the exception unless specially designed to a specific page.

Long Term Run-of-Site Premium location ads, over 4 months in duration, are priced at \$7.00 per thousand impressions.

Monthly Price Structure:

• **30-day Run of Site (ROS) Campaign:** Location in rotation with other ROS ads. Guaranteed number of page impressions delivered: 15,000 to 20,000.

Price: Flat \$160.00

• **30-day Page Specific Campaign:** Guaranteed number of page impressions: 10,000 per month, depending on specific pages selected. Price: Flat \$140.00 per month, per selected page.

• **90-day Run of Site (ROS) Campaign:** Location in rotation with other ROS ads. Guaranteed number of page impressions delivered: 15,000 to 20,000 per month.

Price: Flat \$130.00 per month.

• **90-day Page Specific Campaign:** Guaranteed number of page impressions: 10,000 per month, depending on specific pages selected. Price: Flat \$120.00 per month, per selected page.

Contact: Jim Dickerson, Albion News • Phone: 402-395-2115 • email: albnnuz@frontiernet.net