

# Lodineews.com 2009 Rates

## RUN OF SITE

**Run of Site ads** are found on every page of Lodineews.com in a top position for more prominent viewing.

**Who benefits from Run of Site?** Business owners or organizations looking to get the most impact for their advertising budget.

Ad Size	Imp/mo	12 mo Rate	6 mo Rate
Leaderboard	111,000	\$524.30	\$777.95
Weather Sponsor *exclusive*	351,000	\$764.10	\$1,137.50

## HOME PAGE

**Home Page ads** are located on the front page to Lodineews.com. When someone visits the site, your ad will be one of the first they see.

**Who benefits from the Home Page?** Advertisers on the Home Page benefit from the diverse, high traffic of Lodineews.com.

Ad Size	Imp/mo	12 mo Rate	6 mo Rate
Leaderboard	75,000	\$364.10	\$537.65
Skyscraper	70,000	\$407.00	\$602.00
1/2 Skyscraper	69,000	\$340.70	\$502.55
Bottom Leaderboard	67,000	\$340.70	\$602.00
Featured Module	63,000	\$407.00	\$760.95

## What are your ad options?

When it comes to placing an ad on the Lodineews.com Web site, there are sizes to fit any need and imagination, while reaching the maximum number of site visitors. Plus, the cost of a Web ad won't break your budget. We have plans ranging from \$25 and up.

## DID YOU KNOW?

Placing an ad on Lodineews.com also gives you an upgraded listing on Lodiyellowpages.com, where over 2,000 area residents search for local businesses each month!

## FEATURED MODULES

**Featured Modules** can be seen by our 250,000 unique visitors a month, making them a great way to show off your inventory.

**Who benefits from Featured Modules?** Anyone with various products to share with customers, like homes, car or even antiques, can benefit from the modules.



With one click, viewers can take a closer look at your inventory.

## INSIDE PAGES

**Lodineews.com's** variety of sections attract readers, and is constantly growing. Section-specific advertising puts you in front of your target audience! A variety of ad positions are available in the following areas:

Section	Imp/mo	Ad Rates/mo
Business	345 - 1,200	\$24.47 - \$108.00
Classified	13,000 - 16,000	\$191.30 - \$332.00
Features	705 - 4,000	\$25.37 - \$125.00
Job Network - powered by Red Match	6,200	\$81.08 - \$113.12
Lodi Living & Events	1,100 - 5,000	\$39.32 - \$125.00
News	24,000 - 52,000	\$212.30 - \$602.00
Obituaries - powered by Legacy.com	16,000 - 28,000	\$191.30 - \$332.00
Opinion	14,000 - 16,000	\$191.30 - \$332.00
Religion	1,100 - 1,800	\$36.92 - \$53.00
Sports	8,000 - 10,000	\$83.96 - \$332.00

**Ad rates are based on ad size, impressions per month, section and contract duration.**

**Contact your Account Executive for specific ad rates and availability, or call (209) 369-2761.**