

Ad Rates for Dig Imperial Beach

Website

Pushdown Ad (970x66 pixels): \$200 • Most visible ad on site • 100% site coverage • Most visible ad on site and mobile

Sidebar Ad (300x250 pixels): \$50 to \$150 • 98% site coverage

Snapshot Ad (300x125 pixels): \$50 - \$100 Like sidebar, just smaller

Skyscraper Ad (160x600 pixels): \$75 • Directory and Calendar pages only

Inline Ad (628x60 pixels): \$25 - \$75 • 40% site coverage • highly visible on homepage

Advertorial: Price varies on multiple factors. We will publish an article about your business and feature it on our main page. Minimum \$50 it depends on how much is written and how many days you want it featured on our main page per month.

Enhanced Ad Formats (works in above ad spaces)

Flipper A banner ad that, when hovered over, will "flip" to reveal its other side, which is a second banner ad. Impressive and fun. Note: Uses innovative browser features, so older browsers won't work great. Additional \$15/month.

Social Media Ads: additional \$15/month. Ad will turn your latest post to Facebook or Twitter into an ad. It will check your site every hour and then turn your latest post into an ad.

Coupon Create a cutout-style coupon to promote a sale or event. When your customers click on it, they will be taken to a mobile-friendly page where they can print the page or keep it handy on their mobile device. \$50/month.

Expandable/Flyout This is an ad which, when hovered over, will expand outward and display a second image in either the top, right, left, or bottom direction. Responsive and mobile friendly. Currently in 'beta', but stable. \$25/month.

Scratch Off Ad Just like a lottery scratch-off! Specify a front image that can be scratched and an optional back image that will display underneath the scratched area. You can also enter freeform text to be displayed instead. \$25/month.

Monthly Dig Imperial Beach Calendar of Event Ads – currently sold out

Prices start at \$50

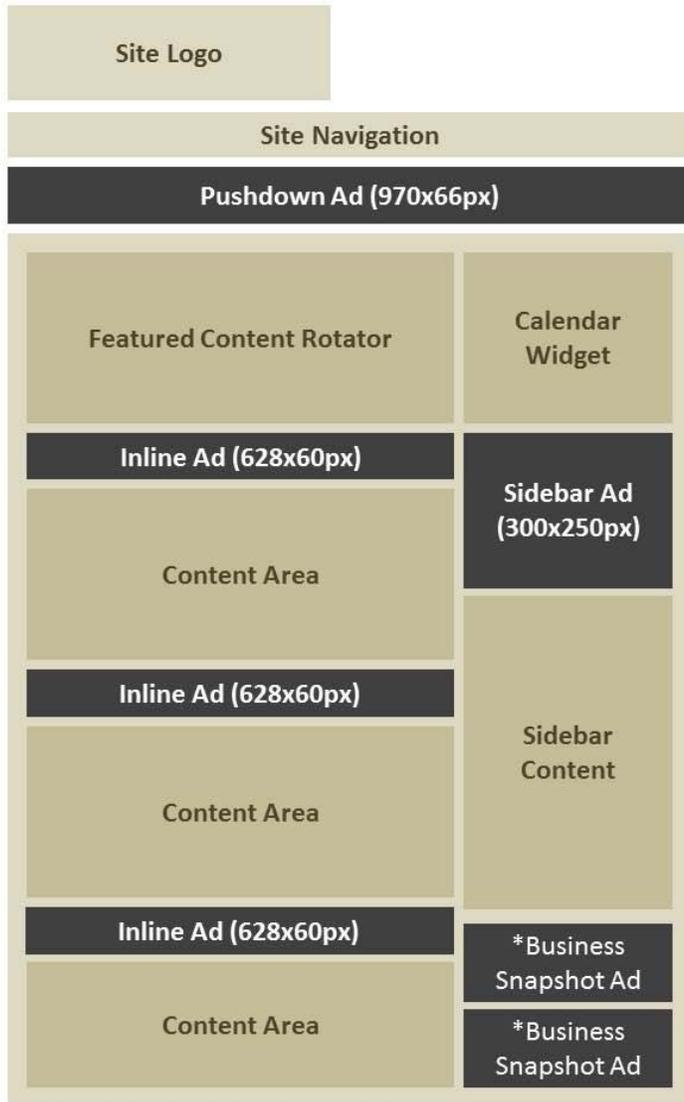
Newsletter Ads – Currently distributed twice a month

Prices start at \$15 per newsletter and go up from there depending on location and type

Ask for more information if interested.

Rate Card

AD PLACEMENTS & SIZES



**Wide
Skyscraper
Ad
(160x600px)**

**Directory &
Calendar
Pages Only**

Notes

*300x125px

Ads not to scale

Ad production is available from our graphic designer at an hourly rate.

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