



240 Franklin St. S.E.  
Warren, Oh 4482  
330-841-1700

# 2019 ONLINE RATES

If you are interested in reaching young-minded, educated and affluent adults with your advertising message, you have come to the right place –

Trib**TODAY**.com

It's the No. 1 read media website in our local market. In fact, we average nearly 400,000 visits each month. Benefit your business by being a part of our area's newest main source of information.

## Ad Rates

Costs, unless noted, are in CPM

		OPEN		GOLD 12 months or 120,000 impressions p/month		SILVER 6 months or 60,000 impressions		BRONZE 3 months or 30,000 impressions	
		ros	targeted	ros	targeted	ros	targeted	ros	targeted
<b>Top</b>	leaderboard	\$16	20	9	13	10	14	13	17
	leaderboard expanding	\$18	22	11	15	12	16	15	19
	leaderboard auto-exp	\$20	24	13	17	14	18	17	21
<b>Right</b>	Rectangle	\$16	20	9	13	10	14	13	17
	Half banners	\$8	12	4	8	5	9	6	10
	Weather	\$4		1		2		3	
<b>Center</b>	Banner	\$11	15	6	10	8	12	10	14
<b>Left</b>	Skyscraper	\$16	20	9	13	10	14	13	17

### Others

<b>Expandable Ads:</b>	\$20 cpm
<b>Peelbacks:</b>	\$22.50 cpm
<b>Video ads on Home Page:</b>	\$500 for 4 weeks (Advertiser supplies video)
<b>Calendar sponsors: (b)</b>	\$150 per month per calendar, 2/\$250
<b>Print ad upsell: (b)</b>	Stays up for seven days, rotates through ads, rate based on size of ad.
<b>Square in right column:</b>	Brand Builder component - 10 percent on top of contract, or \$50 per month. - ads rotate - ads appear every day
<b>Online advertiser profile:</b>	\$50 per month
	\$30 per month with 3 month advertising commitment
	\$15 per month with 6 month advertising commitment
	\$10 per month with one year advertising commitment

<b>Gold Level</b>	120,000 impressions per month (ie: leaderboard would be 120 x \$9 = \$1,080) A one year commitment would give the advertiser gold status without a minimum monthly impression commitment.
<b>Silver Level</b>	60,000 impressions per month (ie: leaderboard would be 60 x \$10 = \$600) A 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.
<b>Bronze Level</b>	30,000 impressions per month (ie: leaderboard would be 30 x \$13 = \$390) A 3-month commitment would give the advertiser bronze status without a minimum monthly impression commitment.