



2010 Online Display Ad Rates

| Ad Type | 6-Month Contract Rate | 12-Month Contract Rate |
|--------------------|-----------------------|------------------------|
| Top Banner Ad | \$75 (per month) | \$65 (per month) |
| Mid-Page Banner Ad | \$55 (per month) | \$45 (per month) |
| In Story Ad | \$55 (per month) | \$45 (per month) |
| Tall Ad | \$45 (per month) | \$35 (per month) |
| Square Ad | \$35 (per month) | \$25 (per month) |
| Tile Ad | \$25 (per month) | \$20 (per month) |

All online advertisements are based on 6- or 12-month contracts. Ads include a link to the customer's Web site, e-mail address or a pop up coupon. Additional services, including pop up or animated ads, are available at an additional cost.

TOP BANNER AD 950 X 90 PIXELS

MID-PAGE BANNER AD 528 X 90 PIXELS

WEB SITE AD SIZES AND POSITIONS

To view ad sizes
and placements,
visit our Web site:
www.ritzvillejournal.com

**IN STORY AD
300 X 250
PIXELS**

THESE ADS APPEAR
EMBEDDED IN STORIES

**TILE AD
120 X 90
PIXELS**

**SQUARE AD
120 X 120
PIXELS**

**TALL
AD
120 X
240
PIXELS**