

Expandable

The screenshot shows the DT NEWS website layout with various ad placements. At the top is a red 'Expandable' banner. Below it is the DT NEWS logo and a search bar. The main content area is divided into sections: 'Leaderboard - A' (a large red banner), 'Featured Stories' (with a 'Square A' ad), 'Leaderboard - B' (a red banner), 'News' (with a 'Square B' ad), 'Leaderboard - C' (a red banner), 'Arts & Entertainment' (with a 'Square C' ad), 'Leaderboard - D' (a red banner), 'Food' (with a 'Square C' ad), 'Leaderboard - E' (a red banner), 'Multimedia' (with a 'Square C' ad), and 'Other DT News Publications'. At the bottom, there are 'Sections', 'Services', and 'Contact Information' links, along with the 'LADTNEWS' logo and social media icons.

BANNER SPECS | RATES

AD TYPE	POSITION	SIZE	ROTATION	WEEKLY	MONTHLY
DESKTOP					
Leaderboard-A*	ROS	728 X 90	4	\$400	\$1400
Leaderboard-B*	HP/SP/M	728 X 90	4	\$225	\$660
Leaderboard-C*	HP/SP/M	728 X 90	4	\$195	\$580
Leaderboard-D	HP	728 X 90	2	\$75	\$300
Leaderboard-E	HP	728 X 90	2	\$75	\$300
Leaderboard-F	ROS	728 X 90	2	\$75	\$300
Square-A	ROS/M	300 X 250	4	\$400	\$1400
Square-B	ROS/M	300 X 250	4	\$225	\$660
Square-C	ROS/M	300 X 250	4	\$195	\$580
Square-In Story	ROS/M	300 X 250	2	\$250	\$760
Adhesion Banner	HP/SP	968 X 120	1	\$600	\$2000
MOBILE/TABLET					
Leaderboard Top	ROS	320 X 50	2	\$250	\$800
Adhesion Banner	HP/SP	320 X 50	1	\$200	\$600
Leaderboard Bottom	ROS	320 X 50	2	\$100	\$200
PREMIUM					
Expandable (desktop only)	ROS	960 X 40 & 250		\$500	\$1600
E-BLAST*					
Exclusive	N/A	728 X 820		\$900	
Daily (within our eBlast)	Top/Bottom	728 X 90		\$200	

ROS = Run Of Site, HP = Home Page, SP = Section Pages, M = Mobile
 Technical Restrictions: 50k size limit, max of 15 sec. animation, includes multiple loops.

* E-Blast:
 All ads subject to approval. Exclusive must contain event or community gathering info, special deals, offers, coupons or incentives. Exclusive is limited to 2 per week. Subject line of 40 characters or less.

Our Mailing List:
 Exclusive is sent to more than 13,000 recipients
 Daily is sent to more than 15,000 recipients