



theolympian.com

# Online Advertising RATES

## Home Page Rates

### Ad Unit: Half-Banner

Dimensions: 234 x 60

File Size: 10k

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: Top Right

Open Rate	3 Month	6 Month	12 Month
\$15.00 CPM	\$13.50 CPM	\$12.00 CPM	\$10.50 CPM

### Ad Unit: Floating Ad

Dimensions: 234 x 60 "Landing Ad," Floating Ad varies depending on animated image created.

File Size: 234 x 60: up to 20k. Floating Ad varies.

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: 234 x 60: Top Right, Floating Ad: Over the page, above the fold, animation ad will "land" near 234x60 banner.

Frequency: Floating Ad limited to one ad delivered to each unique visitor in a 24 hr. period.

Open Rate	3 Month	6 Month	12 Month
\$1950/month	\$1800/month	\$1650/month	\$1500/month

### Ad Unit: Expanding Ad Tab

Dimensions: 89 x 60, 300 x 250

File Size: 3k, 30k

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: Right side, above the fold

Open Rate	3 Month	6 Month	12 Month
\$975/month	\$900/month	\$825/month	\$750/month

### Ad Unit: Skyscraper

Dimensions: 160 x 600

File Size: Up to 30k on initial load, up to 50k with user interaction.\*

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: Right side

Open Rate	3 Month	6 Month	12 Month
\$13.00 CPM	\$12.00 CPM	\$11.00 CPM	\$10.00 CPM

### Ad Unit: Leaderboard

Dimensions: 728 x 90

File Size: Up to 20k on initial load, up to 50k with user interaction.\*

File Format: GIF, JPEG, HTML, JAVA,

Placement: Bottom

Open Rate	3 Month	6 Month	12 Month
\$9.10 CPM	\$8.40 CPM	\$7.70 CPM	\$7.00 CPM

## Online Advertising Terms

**Ad Impression** - Counted when a web page that contains an ad fully loads in a user's browser.

**Ad Unit** - A way to classify the different types of ads. Internet ad units include banners, buttons, etc.

**Banner** - An online advertisement in the form of a graphical image.

**Browser** - A program that allows a user to access documents on the World Wide Web (i.e., Internet Explorer).

**CPM** - Cost per thousand: the price paid for 1,000 ad impressions.

**Frequency** - The number of times an ad is delivered to the same visitor in a single session or time period.

**GIF** - Stands for Graphic Interchange Format. It is the most common image file format on the internet.

**JPEG** - A graphics file format, similar to GIF, but with one difference - there can be no animation.

**Java** - A programming language used for ads that support enhanced features such as animation.

**Pop-Under** - An ad that appears in a separate window behind the content already displayed.

**Page View** - A page view is counted when a web page fully loads in a user's browser.

**Run of Category** - Ad delivery option that allows advertisers to target an ad to a specific content area.

**Run of Site** - Ad delivery option that allows advertisers to run an ad throughout a site, without targeting.

**Traffic** - The number of people who come to a website. Measured in page views and unique visitors.

**Unique Visitors** - A unique visitor to a website, as identified by a cookie or unique IP address.

To advertise contact your Olympian Sales Executive or call 360.754.5462  
email: [websales@theolympian.com](mailto:websales@theolympian.com)

# Index and Story Rates

## Ad Unit: Expanding Ad Tab

Dimensions: 89 x 60, 300 x 250

File Size: 3k, 20k

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: Right side, above the fold

Open Rate	3 Month	6 Month	12 Month
\$325/month	\$300/month	\$275/month	\$250/month

## Ad Unit: In-Story Display

Dimensions: 300 x 250

File Size: Up to 20k on initial load, up to 50k with user interaction.\*

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: In-Story, above the fold.

Open Rate	3 Month	6 Month	12 Month
\$15.60 CPM	\$14.40 CPM	\$13.20 CPM	\$12.00 CPM

## Ad Unit: Skyscraper

Dimensions: 160 x 600

File Size: Up to 20k on initial load, up to 50k with user interaction.\*

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: Right side

Run of Site:

Open Rate	3 Month	6 Month	12 Month
\$9.10 CPM	\$8.40 CPM	\$7.70 CPM	\$7.00 CPM

Run of Category:

Open Rate	3 Month	6 Month	12 Month
\$13.00 CPM	\$12.00 CPM	\$11.00 CPM	\$10.00 CPM

## Ad Unit: Section Sponsorship (with drop-down animation)

Dimensions: 680 x 48

File Size: 20k, Static

File Format: GIF, JPEG, HTML, JAVA

Placement: Top of Index Pages, above the content.

Open Rate	3 Month	6 Month	12 Month
\$650/month	\$600/month	\$525/month	\$500/month

## Ad Unit: Leaderboard

Dimensions: 728 x 90

File Size: Up to 30k initial load, up to 50k with user interaction.\*

File Format: GIF, JPEG, HTML, JAVA, Flash

Placement: Top of Story Pages, Bottom of Index Pages.

Run of Site:

Open Rate	3 Month	6 Month	12 Month
\$6.50 CPM	\$6.00 CPM	\$5.50 CPM	\$5.00 CPM

Run of Category:

Open Rate	3 Month	6 Month	12 Month
\$9.10 CPM	\$8.40 CPM	\$7.70 CPM	\$7.00 CPM

\*User interaction occurs when the user positions the mouse over the advertisement.

# Other Ad Unit Rates

## Ad Unit: Button

Dimensions: 120 x 90

File Size: 10k

File Format: GIF, JPEG, HTML, JAVA

Placement: Classifieds only.

Rotation: Up to 4 advertisers may rotate in these positions.

Run of Category:

Open Rate	3 Month	6 Month	12 Month
\$195/month	\$180/month	\$165/month	\$150/month

## Ad Unit: Leaderboard

Dimensions: 728 x 90

File Size: Up to 30k on initial load, up to 50k with user interaction.

File Format: GIF, JPEG, HTML, JAVA

Placement: Top of classified Home Page

Rotation: Up to 3 advertisers may rotate in these positions.

Run of Category:

Open Rate	3 Month	6 Month	12 Month
\$325/month	\$300/month	\$275/month	\$250/month

## Ad Unit: Pop-Under

Dimensions: 720 x 300

File Size: up to 30k on initial load, up to 50k with user interaction.

File Format: GIF, JPEG, HTML, JAVA

Placement: "Pop-Under" our site in a separate window when user visits our pages.

Frequency: Limited to one ad delivered to each unique visitor in a 24 hr. period.

Open Rate: \$3.00 CPM

## Design Guidelines and Deadlines

### Ad Creative Turnaround Time

**New Campaigns:** Creative must be received at least 2 business days before scheduled start date. Additional time may be required for multiple ads.

**Revisions:** 1 business day.

**Rich Media:** Creative must be received 1 week ahead of launch date to allow for production, testing and quality assurance.

### Client Supplied Creative

In cases of client supplied creative, we accept GIF, JPEG, HTML, Flash and Java files as well as third party tags. Please email creatives to [onlineads@theolympian.com](mailto:onlineads@theolympian.com).

**Logos:** Preferred: original .psd (native Photoshop file with layers intact), Illustrator .eps or Freehand .eps (type converted to outlines or fonts included with job).

**On disk:** Preferred: CD, online (from clients URL).

**Online:** Supplied URL of clients Web site and any URLs known for images or FTP.

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