

# Web Advertising



## Run of site banner ad

Currently there are only 13 banner ads on our site at any time, giving you maximum exposure. All banner ads offer a direct link to your own web site.

### SPECS

468 x 60 pixel Jpeg or GIF under 15k, animation ok

### RATES

\$150 per month, 3-5 months

\$125 per month, 6-11 months

\$100 per month, 12 months

*Guaranteed 5000 impressions per month*

## Run of site tile ads

Your run of site tile ad is located on the bottom of the navigator. Currently there are only 13 tile ads on our site at any time, giving you maximum exposure. All tile ads have a direct link to your web site.

### SPECS

90 x 90 pixel JPEG or GIF under 6k, animation ok

### RATES

\$50 per month, 3-5 months

\$40 per month, 6-11 months

\$30 per month, 12 months

*Guaranteed 5000 impressions per month*

## Deadlines:

Space reservations and ad copy

**5:00 pm on Friday**

Web site ready ads

**5:00 pm on Monday.**

Your ad will appear the following Thursday

[www.newtimeslo.com](http://www.newtimeslo.com)

## Other tile ads available

These tile ads are viewed only on the following pages, Avila Cam, and Classified pages. Our Classifieds and Avila Cam pages are the most frequented pages on our sites.

### SPECS

120 x 60 pixel JPEG or GIF under 6k, animation ok

### RATES

\$35 per month, 3-5 months

\$25 per month, 6-11 months

\$20 per month, 12 months

## Ad availability on web sites:

468 x 60 pixel banner ads (ROS)

90 x 90 pixel tile ads (ROS)

120 x 60 pixel tile ads (Avila Cam)

120 x 60 pixel tile ads (Classified lead, real estate and employment pages)

## General Information:

Audit reports are available upon request.

The web sites visitors continue to grow each month and currently average 105,000 page views per month and over 86,000 unique visitors each month.

Your banner and tile ads appear on both [newtimeslo.com](http://newtimeslo.com) and [santamariasun.com](http://santamariasun.com)

Rates include free banner ad production.

Sites maintained by *AllStar Creative*. All

web site advertising is pre-paid in advance.



[www.santamariasun.com](http://www.santamariasun.com)



**New Times**

Phone: 805-546-8208

Toll-Free 1-800-215-0300

Fax: 805-546-8641

E-mail: [classies@newtimeslo.com](mailto:classies@newtimeslo.com)

505 Higuera Street,

San Luis Obispo, CA 93401

**Santa Maria Sun**

Phone: 805-347-1968

Toll-Free 1-877-388-1954

Fax: 805-347-9889

E-mail: [classies@santamariasun.com](mailto:classies@santamariasun.com)

1954-L South Broadway St.,

Santa Maria, CA 93454

**NMG**  
New Times Media Group