



your local online source



616 Amelia Street, Fredericksburg, VA 22401 • Phone: 540/374-5460 • Fax: 540/373-8450

Display Banner Rates

Unit Name	Unit Size	Monthly Impressions (in thousands)	Open Rate Cost per thousand Impressions (CPM)	3 months 10% discount	12 months 20% discount
Leaderboard	728x90	Up to 50	\$15.00	\$13.50	\$12.00
Medium Rectangle/ Big Box	300x250	51-100	\$12.00	\$10.80	\$9.60
		101-200	\$9.00	\$8.10	\$7.20
		over 201	\$6.00	\$5.40	\$4.80
Half Page	300x600	up to 50	\$18.00	\$16.20	\$14.40
		51-100	\$15.00	\$13.50	\$12.00
		101-200	\$12.00	\$10.80	\$9.60
		over 201	\$9.00	\$8.10	\$7.20

Video

Unit Name	Unit Size	Monthly Impressions (in thousands)	Open Rate Cost per thousand Impressions (CPM)	3 months 10% discount	12 months 20% discount
Med. Rect./Big Box	300x250	up to 50	\$18.00	\$16.20	\$14.40
		51-100	\$15.00	\$13.50	\$12.00
		101-200	\$12.00	\$10.80	\$9.60
		over 201	\$9.00	\$8.10	\$7.20

Dominant Display

Unit Name	Unit Size	Impressions	Flat Rate
Page Peel	100x100 corner 500x500 banner	All home page impressions 25k/day, estimated	\$2,500/week \$500/day 3-day minimum
Homepage Leaderboard	728x90	Home page rotation	\$750/month <i>*Max. 20 ads at once</i>
Homepage Medium Rectangle/Big Box	300x250	Home page rotation	\$15 (CPM)
Homepage Half Page	300x600	Home page rotation	\$18 (CPM)
Home Page Feature Box*	335x235	Home page rotation	\$1,000/week <i>*Max. 2 ads at any given time</i>

Mobile

Unit Name	Unit Size	Impressions	Open Rate Cost per thousand Impressions (CPM)
Mobile Ad	300x50 banner 320x400 landing page	25k/month, minimum	\$25

The Free Lance-Star/Fredericksburg.com reserves the right to adjust rates at any time.

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