

General Pricing

Ledger.com

728x90

Homepage - \$12.00

Section Fronts - \$11.00

ROS - \$10.00

300x250

Homepage - \$14.00

Section Fronts - \$13.00

ROS - \$11.00

300x600

Homepage - \$16.00

Section Fronts - \$13.00

ROS - \$11.00

160x600 - BTF

Homepage - \$12.00

Section Fronts - \$10.00

ROS - \$8.00

NewsChief.com

728x90

Homepage - \$12.00

Section Fronts - \$11.00

ROS - \$10.00

300x250

Homepage - \$14.00

Section Fronts - \$13.00

ROS - \$11.00

300x600

Homepage - \$16.00

Section Fronts - \$13.00

ROS - \$11.00

160x600 - BTF

Homepage - \$12.00

Section Fronts - \$10.00

ROS - \$8.00

Yahoo!

Varies (See pricing from Yahoo)

Website Building

From \$299.00-\$1,875.00/month

Autos

Listing Packages \$200.00-\$400.00/month

Video Listings \$50-250/month (depending on inventory)

About.com

Varies by Package

Monster

Varies by Package

Search Engine Marketing

From \$500.00/month

MyPolkDeals.com

50% Return of Total Sale Price of Deals Sold

*Add \$2 to CPM for video ads

*Add \$2 to CPM for Zip Code Targeting

*Add \$4 to CPM for Gender Targeting

*Add \$7 to CPM for Behavior Targeting

Sponsorships

Inside Polk - (Sold Through April 2012)

300x250 Sponsorships - \$500.00/month

300x600 Sponsorships - \$500.00/month

728x90 Sponsorships - \$250.00/month

PolkMD (Sold Through Dec. 2011)

300x250 Sponsorships

728x90 Sponsorships

300x600 Sponsorships

PolkMoms (Sold Through Dec. 2011)

300x250 Sponsorships

300x600 Sponsorships

300x250 Weekly Mom Mail

PolkPreps 2 Available (4 Sold through 2011)

6 Main Sponsorships - \$1,600.00/month

2 School Sponsorships - \$1,000.00/month

iPad/iPod Sponsorships (Sold through July 11')

5 Sponsors \$1,000 per month (3 month minimum buy)

*Add \$2 to CPM for video ads

*Add \$2 to CPM for Zip Code Targeting

*Add \$4 to CPM for Gender Targeting

*Add \$7 to CPM for Behavior Targeting

Mobile (Sold through December 2011)

4 Sponsors \$500.00/month

Flyerboard

No Limit on Availability - \$30/week

No Limit on Availability - \$100/month

Blog Sponsorships

\$500/month - Any Blogs

Daily Headlines Newsletter (Available)

\$250.00/week or \$950.00/month (Includes e-Replica)

Facebook Business Pages

Starting at \$199.00/month

PolkMD Newsletter

Coming Soon

Search Page - (Sold through April 2012)

\$3,000 per month

Rich Media

Sliding Billboards/Floorboard

HP - Weekday - Single Day - \$950.00
HP - Weekday - Multiple Days - \$750.00/day
HP - Weekend - Single Day - \$575.00
HP - Weekend - Sat. & Sun. - \$475.00/day
News - Weekday - Single Day - \$750.00
News - Weekday - Multiple Days - \$650.00/day
News - Weekend - Single Days - \$500.00
News - Weekend - Multiple Days - \$425.00/day
Real Estate - \$150.00/day
Real Estate - \$495.00/week
Sports - \$250.00/day
Sports - \$600.00/week
Business - \$250.00/day
Business - \$600.00/week
Entertainment - \$250.00/day
Entertainment - \$600.00/week
Jobs (Coming Soon)
Autos (Coming Soon)

Content Rotator

Mon-Fri

1x - \$650/day
2x - \$600/day
3x - \$550/day
5x - \$500/day

Sat-Sun

1x - \$650/day
2x - \$600/day
3x - \$550/day
5x - \$500/day

*Add \$2 to CPM for video ads
*Add \$2 to CPM for Zip Code Targeting
*Add \$4 to CPM for Gender Targeting
*Add \$7 to CPM for Behavior Targeting

Page Peel

HP - Weekday - Single Day - \$1,500.00
HP - Weekday - Multiple Days - \$1,200.00/day
HP - Weekend - Single Day - \$1,500.00
HP - Weekend - Sat. & Sun. - \$1,200.00/day
News - Weekday - Single Day - \$1,500.00
News - Weekday - Multiple Days - \$1,200/day
News - Weekend - Single Days - \$1,500.00
News - Weekend - Sat. & Sun. - \$1,200.00/day
Real Estate - \$250.00/day
Real Estate - \$595.00/week
Sports - \$350.00/day
Sports - \$700.00/week
Business - \$350.00/day
Business - \$700.00/week
Entertainment - \$350.00/day
Entertainment - \$700.00/week
Jobs (Coming Soon)
Autos (Coming Soon)