



Online Advertising Rates

The Ledger Media Group provides the leading local web sites in Polk County for News, Entertainment, Conversation, Information and shopping.

Our family of Web sites reach more than 1 million unique visitors per month who view over 11 million pages per month.

Reach a young, educated, affluent and growing audience with your advertising message. Choose from several sizes and placements based on your advertising goals.

All rates based on Cost per thousand (CPM) pricing and are for Above the fold (ATF) ads, except where indicated.

728x90	Leaderboard	Home Page	\$ 12.00
		Targeted – News, Sports, etc.	\$ 11.00
		ROS	\$ 10.00
300x250	Medium rectangle	Home Page	\$ 16.00
		Targeted – News, Sports, etc.	\$ 14.00
		ROS	\$ 12.00
160x600	Sky scraper (BTF)	Home Page	\$ 12.00
		Targeted – News, Sports, etc.	\$ 10.00
		ROS	\$ 8.00
300x600	Magazine ad	Home Page	\$ 16.00
		Targeted – News, Sports, etc.	\$ 14.00
		ROS	\$ 12.00

Other Targeting Options

Level 1 Targeting (Zip Code Zone) Add \$2.00 CPM

Level 2 Targeting (Gender) Add \$4.00 CPM*

Level 3 Targeting (Behavior) Add \$6.00 CPM*

* Level 2 and 3 Targeting not available on all sections, contact your Account Executive for details.