



DRYDEN*Wi*RE

2021 MEDIA GUIDE

BARRON • BURNETT • POLK • RUSK • SAWYER • WASHBURN

DRYDENWIRE.COM

Welcome to DrydenWire.com

DrydenWire offers 3 advertising placements:

Banner/Footer Combo

The banner/footer combo placement provides:

- (1) A landscape banner ad (730x170px) which is displayed on our news and obituary listing pages. The banner ads are placed inline with the news items, every 3 news items.
- (2) A square ad (variably sized, depending on viewport), in a sponsors grid at the bottom area of all pages on our site.

Sizes: Banner (730x170) and Square (varies)

Views: 40,500/wk

Sidebar

The sidebar ad is square and full sidebar width (variable based on viewport size). On desktop and wide tablets, the sidebar ads are seen on the right side top, and thus have high visibility. On mobile viewports, the sidebar ads are placed below the content, providing an optimal way for readers to see your ad when they reach the end of an article, or scroll to the bottom of a listing.

Size: Square (318px/variable)

Views: 101,250/wk

Leaderboard

Leaderboard ads are the largest and most visible ads we offer. These appear at the top of every page, providing the most impressions to our readers.

Size: Leaderboard (970x250)

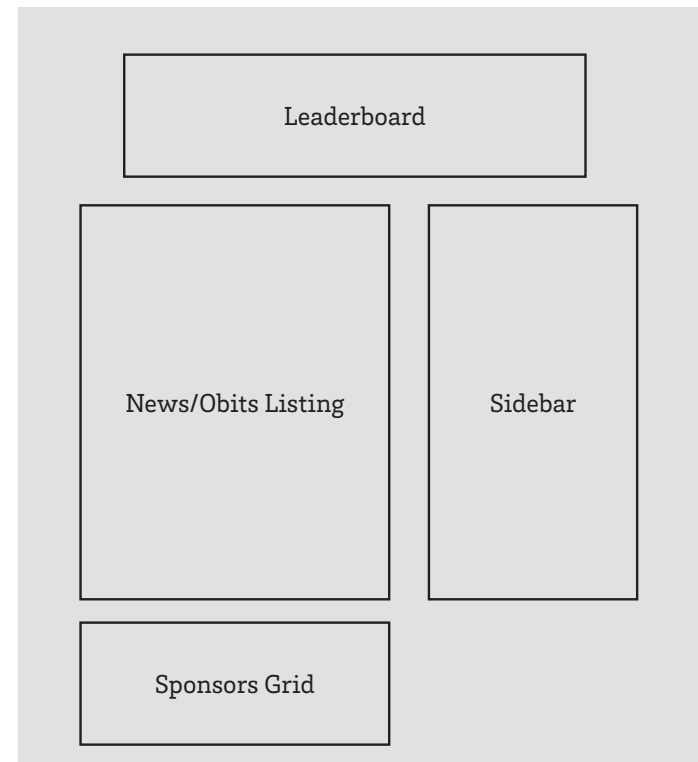
Views: 135,000/wk

Ad Features & Benefits

All of our ads are served at HiDPI/Retina resolution, providing the optimal way for our readers to see and interact with your ad's message.

Our ads are served by our own website as images, and are whitelabeled, meaning that they are not subject to ad blocking plugins - your ad will be seen by everyone, even those with an adblocker.

The graphic below shows a typical desktop view of the site on a listing page (Home, News and Obits), and shows the location of the various placements.



DrydenWire.com Advertising Rates

AD TYPE & VIEWS			WITHOUT 1 YEAR AGREEMENT		WITH 1 YEAR AGREEMENT	
PLACEMENT	TIER ¹	VIEWS/WK	CPM ²	WEEKLY ³	CPM ²	WEEKLY ³
Banner/Footer Combo	1	40,500	\$9.90	\$400	\$3.00	\$120
	2	20,250	\$9.90	\$200	\$4.00	\$80
	3	13,500	\$9.90	\$134	\$4.40	\$60
Sidebar	1	101,250	\$9.90	\$1,000	\$3.00	\$300
	2	50,625	\$9.90	\$501	\$4.00	\$200
	3	33,750	\$9.90	\$334	\$4.40	\$150
Leaderboard	1	135,000	\$9.60	\$1,300	\$2.90	\$390
	2	67,500	\$9.60	\$648	\$3.90	\$260
	3	45,000	\$9.60	\$432	\$4.30	\$195

(1) Tiers indicate impression percent per page view.

Tier 1 is 100%, Tier 2 is 50%, and Tier 3 is 33.67%

(2) CPM = **Cost Per Mile**, which is cost per 1,000 impressions

(3) Billed monthly

A multi-year loyalty discount is available as follows:

1 year: 5% off

2 years: 10% off

3+ years: 15% off

Design Services

Don't have a current ad design or want a more professional ad design?

Get in touch about our design services!

Contact Us: drydenwire@gmail.com



DRYDENwIRE

Email: drydenwire@gmail.com
Web: drydenwire.com
Facebook: facebook.com/drydenwire
Twitter: [@drydenwire](https://twitter.com/drydenwire)