

Home Demographics Newspaper Niche Outdoor Online Broadcast Event Specials Business Staff

## www.cm-life.com

**www.cm-life.com** was awarded Best Michigan College Newspaper Web site from 1999-2009! Our goal is to be the news source and information gateway for CMU students, alumni & friends around the world! Our site offers products and services that engage our users. These include: RSS feed, blogs, video, and social networking.

**www.cm-life.com** is an excellent way to gain local & national exposure for your business. You'll be reaching more than 211,289\* unique viewers monthly - 7 days a week, 24 hours per day!

According to Scarborough Research, newspaper websites reach engaged local audiences. 46% of newspaper website visitors have an individual income of \$150,000 or more.\*

Newspaper websites, according to Nielsen Online, have attracted more than 73.3 million monthly unique visitors on average in the first quarter of 2009. That is 43.6 percent of all Internet users.\*

*\*Michigan Press Association, June 2009 Monthly Revenue Review*

### ONLINE LOCAL ADVERTISING RATES

All buttons/tiles, rectangles, peel backs, leaderboard and banner ads are placed on a rotation schedule throughout the website. A link from these ad positions are included in the cost. You can link to your website, to your ad or to a PDF. Ad production is FREE with one month commitment.

DEADLINE IS WEDNESDAY FOR THE FOLLOWING MONDAY.

#### PEELBACK-----\$30/CPI

Minimum purchase 20,000 impressions per month.

PRINT CONTRACT ADVERTISER DISCOUNT: 20% off

(Mechanical Requirements: Max. file size: 900K (500 x 250 x 250 pixels; 72 dpi; RGB color; .JPG or .GIF format)

#### LEADERBOARD-----\$20/CPI

Minimum purchase 20,000 impressions per month.

PRINT CONTRACT ADVERTISER DISCOUNT: 20% off

(Mechanical Requirements: Max. file size: 900K (728 x 90 pixels; 72 dpi; RGB color; .JPG or .GIF format)

#### RECTANGLE-----\$20/CPI

Minimum purchase 20,000 impressions per month.

PRINT CONTRACT ADVERTISER DISCOUNT: 20% off

(Mechanical Requirements: Max. file size: 600K (300 x 250 pixels; 72 dpi; RGB color; .JPG or .GIF format)



### CM-LIFE.COM & CENTRAL MICHIGAN LIFE ONLINE & PRINT ADVERTISING PACKAGES

#### ONLINE BUTTON/TILE & MIGHTY MINI:

Combine your daily mighty mini with a button/tile ad ( 125 x 125) on www.cm-life.com at these special package rates:

Semester: \$255.00 month

School Year: \$215.00 month

Summer: \$140.00 month

Full Calendar Year: \$175.00

Summer is 3 months of billing; Semester is 4 months; School Year is 8 months and All year is 12 months of billing.

#### ONLINE BANNER & 9" PRINT AD:

Combine A WEEKLY 9" print ad in Central Michigan Life with a (468 by 60) banner ad on www.cm-life.com at these special package rates:

Semester: \$703.00 month

School Year: \$605.00 month

Summer: \$402.00 month

Full Calendar Year: \$502.00 month

Summer is 3 months of billing; Semester is 4 months; School Year is 8 months and All year is 12 months of billing.

**BANNER-----\$600.00/Month****1 Semester/4 month contract-----\$500.00/Month****2 Semesters/8 month contract-----\$400.00/Month****PRINT CONTRACT ADVERTISER DISCOUNT: 20% off***(Mechanical Requirements: Max. file size: 100K (468 x 60 pixels; 72 dpi; RGB color; .JPG or .GIF format)***BUTTON/TILE-----\$300.00/Month****1 Semester/4 month contract-----\$200.00/Month****2 Semesters/8 month contract-----\$150.00/Month****PRINT CONTRACT ADVERTISER DISCOUNT: 20% off***(Mechanical Requirements: Max. file size: 100K 125x125 pixels; 72 dpi; RGB color; .jpg or .gif format)*

Central Michigan Life sends out more than 3,600 email editions of our publication each week. Sponsorship of those emails can deliver your advertising messages directly to the inboxes of students, alumni, parents and other local and loyal readers. Through this premium placement, your advertising message will benefit from direct delivery and the affinity of our newspapers' brand.

**EMAIL ALERTS ----- \$200.00/Month****1 Semester/4 month contract-----\$150.00/Month****PRINT CONTRACT ADVERTISER DISCOUNT: 20% off***(Mechanical Requirements: Max. file size: 100K 468 x 60 pixels; 72 dpi; RGB color; .jpg or .gif format)*

Central Michigan Life produces more than 20 news and sports videos per month, averaging more than 5,000 views. Sponsorship of these videos is exclusive to one business on a monthly basis. In addition, your business is permanently archived with the video, giving it a perpetual shelf life. Your advertising message is delivered in a 10-second "commercial" prior to the featured video. Through this premium placement, your advertising message will benefit from a multi-media delivery.

**VIDEO SPONSORSHIP-----\$500.00/Month****1 Semester/4 month contract-----\$400.00/Month****2 Semesters/8 month contract-----\$300.00/Month****PRINT CONTRACT ADVERTISER DISCOUNT: 20% off***\*September 2008-April 2009 College Publisher Historic Traffic Reporting***ONLINE RECTANGLE & 15" PRINT AD:***Combine A WEEKLY 15" print ad in Central Michigan Life with a RECTANGLE (300 x250) on www.cm-life.com (min. 40,000 impressions) at these special package rates:***Semester: \$1132 month****School Year: \$1084.00 month****Summer: \$899.00 month****Full Calendar Year: \$881.00 month**

Summer is 3 months of billing; Semester is 4 months; School Year is 8 months and All year is 12 months of billing. Minimum 40,000 impressions on cm-life.com per month.

**ONLINE LEADERBOARD & FRONT PAGE PRINT BANNER:***Combine A WEEKLY FRONT PAGE ad in Central Michigan Life with a LEADERBOARD AD (728 x 90) on www.cm-life.com (min. 40,000 impressions) at these special package rates:***Semester: \$1600.00 month****School Year: \$1475.00 month****Summer: \$1120.00 month****Full Calendar Year: \$1440.00 month**

Summer is 3 months of billing; Semester is 4 months; School Year is 8 months and All year is 12 months of billing. Minimum 40,000 impressions on cm-life.com per month.

**ONLINE PEEL BACK & PRINT FRONT PAGE STICKIES:***Combine A MONTHLY STICKY NOTE ad on the front page of Central Michigan Life with a PEEL BACK ad (500x250x250) on www.cm-life.com (min. 40,000 impressions) at these special package rates:***Semester: \$1260.00 month****School Year: \$1181.00 month****Summer: \$672.00 month****Full Calendar Year: \$956.00 month**

Summer is 3 months of billing; Semester is 4 months; School Year is 8 months and All year is 12 months of billing. Minimum 40,000 impressions on cm-life.com per month.

**NATIONAL ONLINE ADVERTISING**

Advertising space can be reserved either through our National Representative firms or directly with a Central Michigan Life advertising account executive.

**Alloy Media + Marketing****151 W26th Street, 12th Floor, NY, NY 10001****Phone 212-401-0070 or 212-401-0071****Member of CNBAM PowerBuy Network****Campus Media Group Inc****Two Appletree Square, Suite 439****Bloomington, MN 55425****Phone 952-854-3100****Fax 952-513-2038***Contact Us***BUSINESS STAFF DIRECTORY**

12/28/2010

Central Michigan MEDIA CAFE

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