

2010-2011 Rate Card

Online Advertising

Effective September 20, 2010

<http://www.thelantern.com>



Online Rates

Box, banner, and tower ads are all placed in a maximum rotation of five advertisers.

Box - 300 x 250 pixels

Month	\$390.00
Week	\$130.00

Banner - 660 x 85 pixels

Month	\$390.00
Week	\$130.00

Tower - 160 x 600 pixels

Month	\$300.00
Week	\$100.00

Email Banner - 468 x 60 pixels

Week	\$390
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Webcast Sponsorship

Week	\$250
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Sponsorship of the weekly Friday webcast. Includes logo and call to action (website, phone number, or address in the lower right corner) throughout the duration of the webcast. Includes introductory and closing sales mention.

thelantern

Discounts

The Lantern offers a discount on all web advertising for print contract advertisers.

Ad Submission

Online ads can be submitted as either static or animated images. Acceptable file formats are jpg, .gif, and .swf.

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