



## Advertising: Online

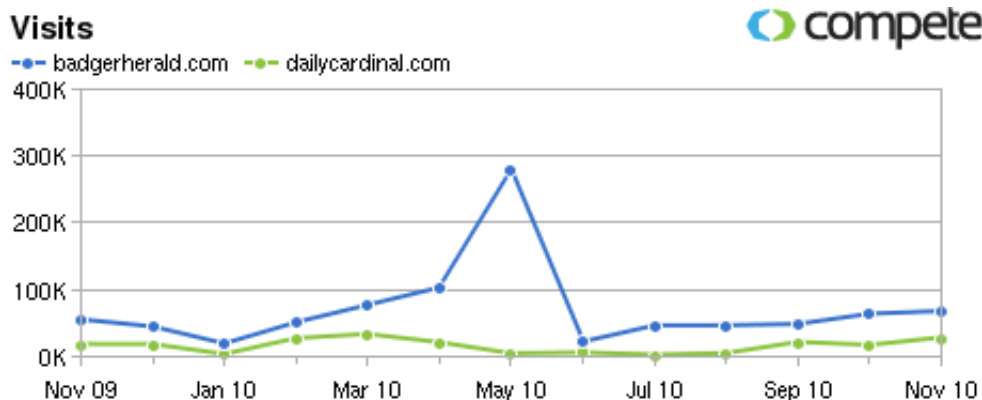
### Try advertising on badgerherald.com!

The Badger Herald relaunched badgerherald.com in March 2010 with a new design and updated advertising options. Online advertising is an increasingly popular complement to regular print ads, and badgerherald.com is more informational and user friendly than ever before. The very tech-savvy UW-Madison community brings high response rates to our online advertisers.

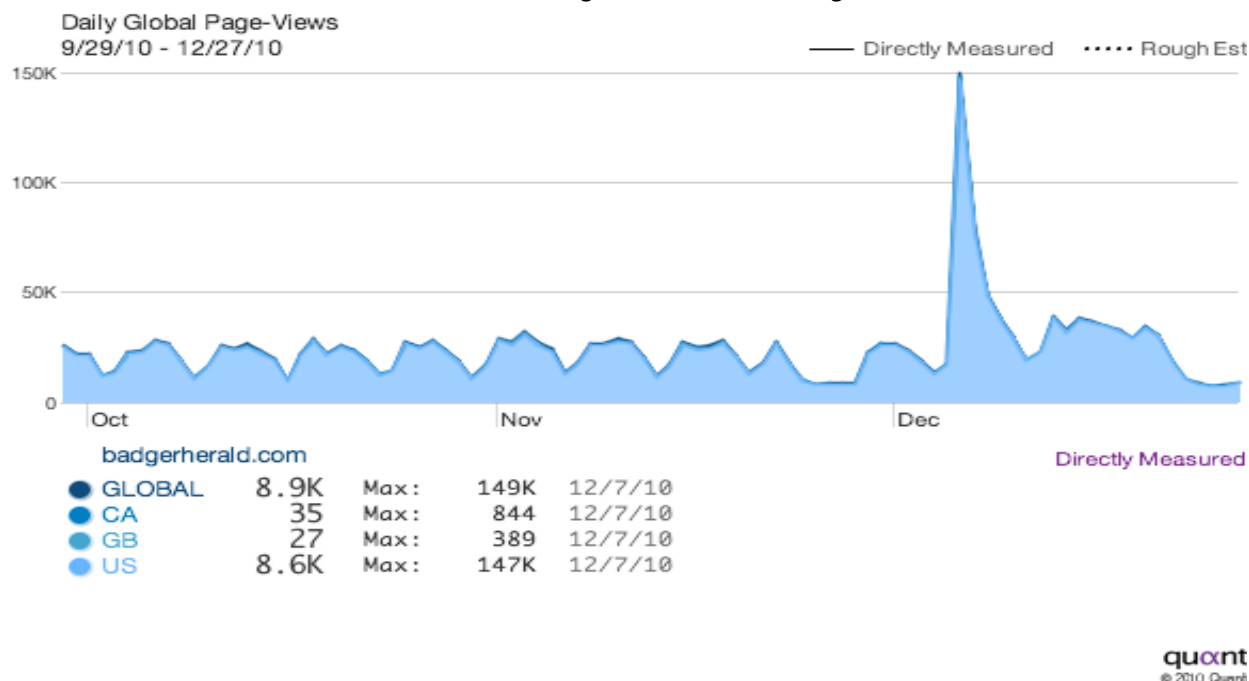
### Traffic summary

During spring 2010, badgerherald.com averaged 750,000 page views monthly, with 9,000-13,000 unique visitors per weekday.

Our closest competitor's website traffic doesn't even come close. Here's how badgerherald.com performed compared to dailycardinal.com by monthly visits over the past year:



Here's how badgerherald.com has performed over the past three months:



## Duration options

When purchasing an online ad, you choose the start date and an optional end date. The number of impressions you purchase and the the run window determine how often the ad is displayed. An impression is counted every time the ad is displayed. To have your ad display on every possible page view for about a week, you would have to purchase 125,000 impressions. If you specify an end date, our servers will automatically distribute the impressions you purchase across the campaign window. For example, you can have your ad display for a month and only purchase a week's worth of impressions. In that case, though, your ad would only show up about a quarter of the time.

## Online display rates

We offer many sizes of online display ads, but some sizes are not available on all pages. Below prices are for nonanimated ads. Animated ads cost 25 percent more to display.

Size and display location	Dimensions (in pixels)	Total pixels	CPM (cost per 1K)
<b>Home leaderboard</b> (top of home page)	728 x 90	65,520	\$40.00
<b>Top leaderboard</b> (top of most pages except home page)	728 x 90	65,520	\$10.00
<b>Bottom leaderboard</b> (lower on most pages)	728 x 90	65,520	\$5.00
<b>Large rectangle</b> (upper right of most pages)	336 x 280	94,080	\$7.00
<b>Medium rectangle</b> (upper right of most pages)	300 x 250	75,000	\$7.00

**Half page**

(right side of articles)

300 x 600 180,000 \$10.00

**Wide skyscraper**

(right side of most pages)

160 x 600 96,000 \$5.00

**Vertical banner**

(right side of most pages)

160 x 400 64,000 \$4.00

**Square**

(right side of most pages)

160 x 160 25,600 \$3.00

**Add 25 percent for animated ads**

## Online specifications

We prefer ads as ready-to-display JPEG, GIF or SWF files. We can usually accept ads as other common file types if absolutely necessary. We may also accept HTML “ad tags” to display ads from remote servers, such as via DoubleClick, but only after web director approval.

Please save ads such that file size is minimized without compromising quality. We reserve the right to resize incorrectly sized ads and recompress ads when the web director considers the resulting quality difference negligible.

E-mail all web ads directly to your advertising representative. Remember, if your ad is animated, you must pay the animated ad rate.

## Text links

Text ads appear on nearly all pages, and are \$75 monthly for reasonably short phrases. The text can link to any web address pending advertising director approval.

## Contact us

Have questions? Interested in advertising with The Badger Herald? Call our advertising department at (608) 257-4712 x301 or [contact us online](#).

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