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- [Print Edition](#)
- [Mobile Edition](#)
- [Contact Us](#)

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[Sports](#)  
[Wright Life](#)  
[Opinions](#)  
[Crime](#)  
[Blogs](#)  
[Photos](#)  
[Videos](#)  
[Orientation](#)  
[Classifieds](#)

## Online Advertising

On-Line Advertising presents the opportunity to reach many members of the Wright State community. Registered readers of the site include students from all grade levels, faculty, staff, parents, alumni and other community members. Last year the online edition received 189,396 visits. The monthly peak reached 32,024 front page visits. During our peak week of the year, our number of front page impressions was 7,800.

The website was introduced in 2001, with the first full school year being 2001-2002. Since then The Guardian Online has grown dramatically. In the past three years the visits to the front page have increased 68% while the sessions have increased 168%. As the internet age continues there is no question that these numbers will continue to rise.

Additionally, The Guardian Online offers it readers an Email Edition, sent directly to the readers' personal email inbox, as soon as the online website is updated with the week's stories. As of August, the Email Edition currently is sent out to over 3,000 subscribers weekly.

### Advertising Rates For Online Advertising

Ad Type	Pixel Dimensions	Rate
Horizontal Banner	468 x 60 Pixels	\$100/week
Vertical Banner	160 x 600 Pixels	\$75/week
Page Button	300 x 250 Pixels	\$75/week
Email Edition Banner	468 x 60 Pixels	\$75/week

### Your Advertising Options:

- **Horizontal Banner-** A banner ad, which will display directly underneath the the main navigation menu located at the top of every page.
- **Vertical Banner-** A banner ad, which will display lengthwise as the last item in the far right hand column of every page.
- **Page Button-** This button ad will be the first one to appear in the far right hand column on every page.
- **Email Edition Banner-** A banner ad, which will display on the weekly email edition sent out to

subscribers. (Must be a local vendor or campus advertiser. No National or Regional Ads.)

All ads are clickable, directing readers to the website of your choice. If you have any questions or would like to place an ad, please call the Guardian Advertising Office at (937) 775-5537. We are excited about the upcoming year and look forward to promoting for you through the use of online advertising.

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- [Advertising](#)
- [Circulation](#)
- [Employment](#)
- [Events Calendar](#)
- [Letter to the Editor](#)
- [Staff](#)

## SECTIONS

- [Crime Notes](#) (55)
- [News](#) (80)
- [Opinions](#) (4)
- [Sports](#) (107)
- [Top Headlines](#) (101)
- [Wright Life](#) (118)

## FROM THE BLOG

- [Blunderwall: The Guardian Music Blog](#) (8)
- [Editor's Corner](#) (7)
- [Lost at Love](#) (2)
- [Raiders Raw](#) (44)
- [The Wright Report](#) (3)

## ARCHIVES

- [December 2010](#) (43)
- [November 2010](#) (43)
- [October 2010](#) (44)
- [September 2010](#) (40)
- [August 2010](#) (7)
- [July 2010](#) (4)
- [June 2010](#) (22)
- [May 2010](#) (56)
- [April 2010](#) (70)
- [March 2010](#) (90)
- [February 2010](#) (31)

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