

# Multi-Screen Rate Card Includes Desktop, Mobile and Tablet impressions

Run of Site Impressions	12 Month Agreement cost per month	6 Month Agreement cost per month	3 Month Agreement cost per month
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Leaderboard, Half Page & Medium Rectangle	LB/MR	Half Page	LB/MR	Half Page	LB/MR	Half Page
<i>CPM</i>	\$6	\$8	\$8	\$10	\$11	\$13
<b>20,000</b>	\$120	\$160	\$160	\$200	\$220	\$260
<b>30,000</b>	\$180	\$240	\$240	\$300	\$330	\$390
<b>40,000</b>	\$240	\$320	\$320	\$400	\$440	\$520
<b>50,000</b>	\$300	\$400	\$400	\$500	\$550	\$650
<b>60,000</b>	\$360	\$480	\$480	\$600	\$660	\$780
<b>70,000</b>	\$420	\$560	\$560	\$700	\$770	\$910
<b>80,000</b>	\$480	\$640	\$640	\$800	\$880	\$1,040
<b>90,000</b>	\$540	\$720	\$720	\$900	\$990	\$1,170
<b>100,000</b>	\$600	\$800	\$800	\$1,000	\$1,100	\$1,300

Sponsorships	12 Month Agreement	6 Month Agreement	3 Month Agreement
<b>Weather</b> <small>4 Leaderboard &amp; 4 Half Page Positions Available                      Includes mobile leaderboard                      and run of site microbar</small>	<b>\$275</b>	<b>\$315</b>	<b>\$345</b>

Leaderboard 728x90 | Medium Rectangle 300x250 | Half Page 300x600 | Mobile Banner 320x50 | Microbar 88x31

Additional Options	Targeted Homepage   30% Premium All Remaining Targeted Pages   20% Premium	Open Rate \$15 CPM Medium Rectangle & Leaderboard \$18 CPM Half Page
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Website Traffic In A Typical Month	Sessions	Sessions per day	Pageviews	Users
<i>Average of 3rd Quarter 2017</i>	536,964	17,899	1,002,373	255,672

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# AUDIENCE EXTENSION PROGRAMMATIC TACTICS

Programmatic advertising is an efficient way to execute digital media through technology. It's your ability to **reach your audience on any screen, any time and at any location.**

Choose your tactics that can help you reach your audience:

## RUN OF NETWORK

Maximize reach across a wide variety of sites.

## RETARGETING

Reach users who have already visited your site.

## WEBSITE TARGETING

Reach users on a mini-network of national and local sites.

## CONTEXTUAL

Targeting based on site level and article level content.

## PREMIUM NEWS

Target a select exchange with quality, journalistic content.

## AUDIENCE

Targeting based on 3rd party data including demographics, intent and interest.

## PRE-ROLL VIDEO

Reach users across video content.\*\*

## HYPERLOCAL

Use GPS functionality to reach mobile apps.

Reach users with the above tactics on any of these platforms or all for a multiscreen approach.

## DESKTOP

Includes desktop sites.

## TABLET

Includes tablet apps and sites.

## MOBILE

Includes mobile apps and sites.

## AUDIENCE EXTENSION PACKAGES

**\$500 per month**

1 Tactic  
+ Retargeting

**\$800 per month**

up to 2 Tactics  
+ Retargeting

**\$1,000 per month**

up to 3 Tactics  
+ Retargeting

**\$1,500 per month**

up to 4 Tactics  
+ Retargeting

## CAMPAIGN SPECIFICS

Your campaign will be **optimized between selected tactics** based on pre-determined campaign goals.

Each campaign will be **set up to reach your monthly budget.** Delivered impressions and eCPM will fluctuate based on the real time costs of inventory.

**Retargeting is optional** and does require pixel placement.

We will help you choose the best tactics for your campaign. If you wish to change tactics, there will be a \$50 tactic changing fee.

Banner ad design is provided. All video ads must be provided.

*\*6 month minimum, additional campaigns available with custom quote.*

*\*\*YouTube only campaigns available with custom quote.*

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