

LOCALLY TARGETED DIGITAL MARKETING

Display Ads

Dollar amounts listed are cost per thousand impressions run of site

Impressions	30k	40k	50k
Leaderboard & Skybox	\$12	\$10	\$8
Instory	\$13	\$11	\$9

Premium Exclusive Ads

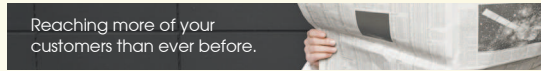
Duration	1 Day	3 Days	1 Week
Corner Peel	\$100	\$175	\$250
Side Rails	\$100	\$175	\$250
Drop Down	\$150		

Interactive & Video Ads

Dollar amounts listed are cost per thousand impressions run of site

Impressions:	30k	40k	50k
Instory	\$13	\$11	\$9
Expandable Skybox	\$12	\$10	\$8

We've got options! Want your ad to run during a specific time of the day only? We can make sure your ad runs during a specific time of day for only an extra \$3 cpm. Want your ad to target a specific location? Pick your page for only \$2 cpm extra! We can serve your ad to a specific zip code for only an extra \$3 cpm.



Leaderboard (728 x 90px) : Top and bottom of website.

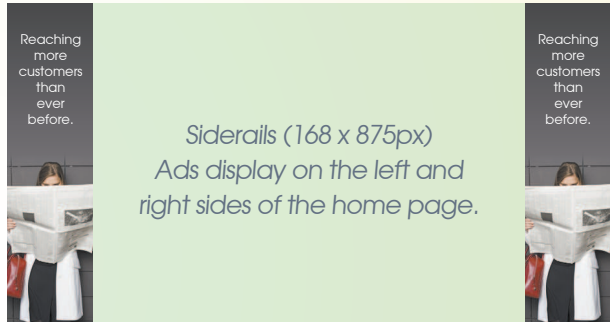


Skybox (300 x 250px): Top of right channel on page.



Instory (300 x 250px): Left side in the middle on all stories and breaking news pages.

Corner Peel (500 x 500px) Curl-down from right corner on front page.



Siderails (168 x 875px)
Ads display on the left and right sides of the home page.



Dropdown Ad (960 x 30px pencil) (960 x 300px dropdown) across width of home page, expands to dominate page. Limit one day per week, per business.

*Sizes not to scale

Who needs a cocktail?

psst ... your mouse goes here.

Inland360.com
360
where you go for what you go

Your interactive web ad goes from this...

Interactive ads appear as the same size and shape as static ads when they first appear on one of our websites.



We could use a cocktail too, but all we have are some cool shirts.

Click & enter to win an Inland 360 shirt!

...to this!

Once our website visitors mouse over your ad, it expands to a larger size, displaying your interactive video ad.

Deadlines

For your ad to run on dnews.com, Imtribune.com or inland360.com, you will need to schedule your ad prior to the number of days listed below:

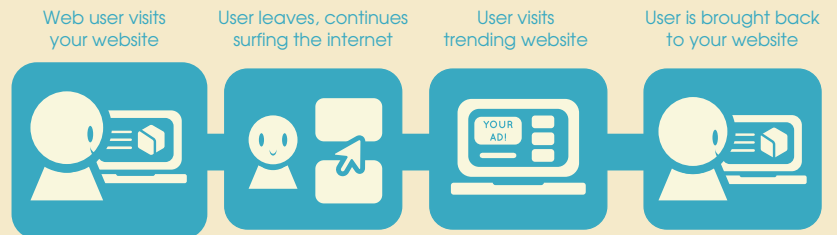
Skybox	4 Days
Leaderboard	4 Days
Mobile	4 Days
Video	7 Days
Corner Peel	5 Days

NATIONALLY TARGETED DIGITAL MARKETING

Our nationally targeted digital marketing includes in a variety of different digital arenas, including: display, video, search, mobile, and social advertising. Our products focus on search and site retargeting, behavioral and contextual targeting, and online display.

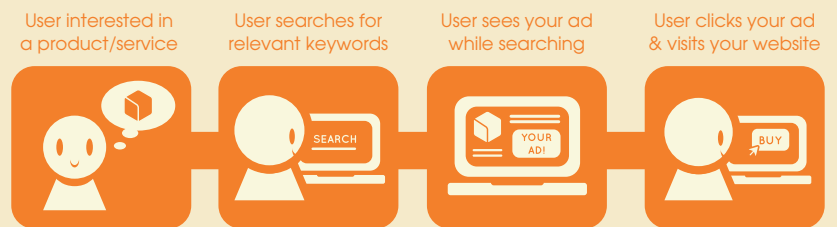
Site Retargeting

Site retargeting targets users who have already visited your site, and then are visiting other sites across the web. Site retargeting is a highly effective method of converting site visitors into purchasers.



Search Retargeting

Search Retargeting is a marketing technique that reaches more searchers more effectively with industry leading keyword level search targeting.



Behavioral Targeting

Tracks online usage like searches and sites visited to determine a user's likes and interests.

Contextual Targeting

Automatically tracks users' online usage to determine a user's likes and interests.

Demographic Targeting

Uses info submitted via online forms, information stored on computers, and IP addresses.

Behavioral/Contextual

Impressions	25k	50k	75k
Price	\$14	\$12	\$10

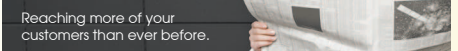
Search Retargeting/Site Retargeting


Impressions	25k	50k	75k
Price	\$16	\$14	\$12


Contact your Marketing Consultant at 208 - ____ - ____ for more information.




Ad Sizes (must be 40kb in size)

728 x 90px 

320 x 50px 

300 x 50px 

254 x 133px 

300 x 250px 

160 x 600px 

*Sizes not to scale