



**709,000 web page views\***  
**1.6 million E-Edition page views\*\***

\*per month on www.laconiadailysun.com \*\*per month for E-edition

Digital Advertising Options		MOST POPULAR!	
<b>PREMIUM WEB BILLBOARD</b>		<b>One day</b>	<b>1 week (7x)</b>
1920 pixels x 600 pixels - Minimum 15,000 Impressions Your ad at the top of every page LDS website for 24 Hours		<b>\$250</b>	<b>\$1,500</b>
<b>PREMIUM MORNING NEWSLETTER AD</b>	<b>Middle Ad Slot</b>	<b>Top Ad Slot</b>	<b>Bottom Ad Slot</b>
Delivered daily to 9,500 opt-in readers with links to The Sun website and e-edition. 300 pixels wide x 250 pixels tall	<b>\$75 per day</b>	<b>\$150 per day</b>	<b>\$50 per day</b>
<b>PREMIUM EVENING NEWSLETTER AD</b>	<b>E-Edition</b>	<b>Top Ad Slot</b>	<b>Middle Ad Slot</b>
Delivered daily to 7,000 opt-in readers with links to The Sun website and e-edition. 300 pixels wide x 250 pixels tall	<b>First Look</b>	<b>\$125 per day</b>	<b>\$75 per day</b>
<b>WEBSITE TILE AD/LEADERBOARD</b>	<b>25,000 Impressions</b>	<b>50,000 Impressions</b>	<b>75,000 Impressions</b>
300 x 250 pixels/728 x 90 pixels/Mobile 320 x 50 pixels	<b>\$250</b>	<b>\$500</b>	<b>\$750</b>
<b>WEBSITE VIDEO AD</b>	<b>25,000 Impressions</b>	<b>50,000 Impressions</b>	<b>75,000 Impressions</b>
300 pixels wide x 250 pixels tall	<b>\$300</b>	<b>\$600</b>	<b>\$900</b>
<b>WEBSITE SKYSCRAPER AD</b>	<b>25,000 Impressions</b>	<b>50,000 Impressions</b>	<b>75,000 Impressions</b>
300 pixels wide x 600 pixels tall	<b>\$500</b>	<b>\$1,050</b>	<b>\$1,600</b>
<b>E-EDITION PAGE ZERO AD</b>		<b>\$100 per day</b>	
Prime position: Full page color ad on the page before the front page of the Laconia Daily Sun e-edition. <a href="#">725 pixels wide x 875 pixels tall (click for example)</a>			
<b>E-EDITION PERSISTANT BOTTOM BANNER</b>		<b>\$100 per day</b>	
Highest visible E-edition ad appearing on all pages. <a href="#">728 pixels wide x 90 pixels tall (click for example)</a>			
<b>E-EDITION FULL PAGE INTERSTITIAL AD</b>		<b>\$100 per day</b>	
Full page color ad that appears between the pages of the LDS digital e-edition as an add-on to your print ad			
<b>CUSTOM EBLAST</b>		<b>\$150 per day</b>	
Email your advertisement out to our 1750 opt-in readers. 600 pixels wide x any height tall			
<b>SPONSORED CONTENT</b>	<b>7 days</b>	<b>15 days</b>	<b>30 days</b>
Your article on the Home page of the Laconia Daily Sun <a href="#">Featured content on the Laconia Daily Sun (click example)</a>	<b>\$300</b>	<b>\$600</b>	<b>\$900</b>

\* Impressions are typically delivered over the course of four weeks or until requested impressions have been fulfilled.

Contact [ads@laconiadailysun.com](mailto:ads@laconiadailysun.com) or call 603-527-9299