



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

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

Contact ads@laconiadailysun.com or call 603-527-9299