

We are here to help you plan the best online strategy for advertising your business. Whether you are familiar with web-based advertising or not, our goal is to make it easier for you to attract new customers!

To get started, please contact your Sales Rep. or call 717-394-3047 or 717-721-4450.

Display Ads

Run of Site (ROS) Banner Ads

Cost per thousand impressions.....**\$12 CPM**
Minimum 10,000 Impressions (Times ad is viewed)

Targeted Banner Ads

Cost per thousand impressions.....**\$14 CPM**
Minimum 10,000 Impressions (Times ad is viewed)

- Design, geo-targeting and performance report included
- Ad Sizes: 728x90, 320x50, 300x250

Reveal Billboard.....**\$100/day**

Large ad on top of all LancasterFarming.com pages

- Ad Sizes: 1170x400 and 800x250
- Design and performance report included

Premium Options

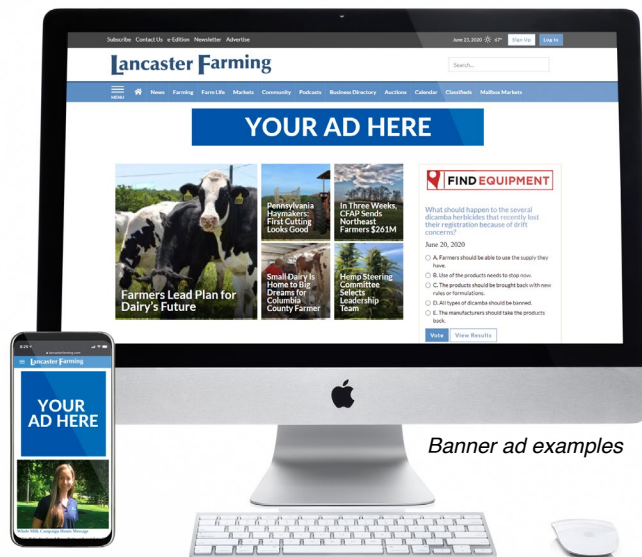
Homepage Sticky Anchor.....**\$75/day**
Banner ad sticks with reader when scrolling

Reveal Billboard and Sticky Anchor.....**\$150/day**

Homepage Takeover.....**\$250/day**
All banner ads on homepage and reveal billboard

Print + Digital Combo

Spend over \$1000 in print/month, get run of site (ROS) banner ads for \$7.50 CPM



Banner ad examples

Podcast Sponsorship

30-second spot.....**\$400**
Episode and sponsorship stays online permanently

- Distributed through iTunes, Spotify, YouTube and more
- Work with our team to script and edit your message
- Episode description links back to your website
- Recording and mixing included

Two week package

Buy two 30-second spots for \$700

Quarterly Contributor Offer

Buy four 30-second spots, get 20% off your total

Collaborative Content

Sponsored Article.....**\$500**
One week on lancasterfarming.com homepage

- Our team helps to write your article
- Collaborative Content stays on website permanently

Digital + Print Collaborative Content Offer

1/4 page ad appears one week in print and indefinitely on the website for \$900

Email and E-Edition Ads

Emailed Newsletter Sponsorship

Special Section Newsletters sent to targeted recipients.....**\$100/4 weeks**
Hemp, Family, Beef, Poultry, Dairy or Horse Newsletters

Headlines Newsletter sent to targeted recipients every Friday.....**\$300/4 weeks**

- Design and performance report included
- Ad Size: 728x90

E-Edition Ads

E-Edition Email Notification sent to 20,000+ recipients weekly.....**\$150/week**
Ads featured in top banner and footer of email

E-Edition ads delivering 60,000 pageviews weekly.....**\$300/week**
Ads featured above and below articles on each page of paper

- Design included
- Email Notification Ad Sizes: 720x75 and 350x350
- E-Edition Ad Size: 300x250