

# THE SYLVA HERALD

## ONLINE ADVERTISING 2023 Rate Card

### A. Page Curl - Top Right

75x75 small ad | 500x500 large ad

\$385 / month (camera ready)

\$440 / month (includes design)

limited to one advertiser - subject to availability

### B. Leaderboard (Top of website)

728x90 pixels - \$275 / month

Animated (maximum two frames, camera ready) \$300/ month

Animated w/design fee (maximum two frames) \$330/ month

### C. Rail - Top

300x250 pixels - \$165 / month

### D. Rail - Middle

300x250 pixels - \$150 / month

### E. Rail - Bottom

300x250 pixels - \$135 / month

### F. Leaderboard - Bottom

728x90 pixels - \$190 / month

### G. Tile - Bottom

200x90 - \$55 / month

### H. Impact - Bottom

1000x150 - \$350 / month

### I. Mobile Website - Top Leaderboard

300x50 pixels - \$165 / month

maximum of two advertisers

Notes: Sizes listed are width x height (in pixels).  
All website ads rotate for maximum effectiveness

## CONTACT

To schedule an online ad run and grow your business,  
contact our advertising team today: 828-586-2611

The screenshot displays the Sylva Herald website interface. At the top, the masthead includes the newspaper's name, date (Saturday, September 23, 2023), and time (10:00 AM - 3:30 PM). Below the masthead, there are sections for 'TOP STORIES' with featured articles like 'WCI biologist: Leaf season's brilliance hinges on return to normal weather pattern' and 'US F4 westbound on ramp is closed'. There are also 'SPORTS' highlights such as 'Jackknifed blocks U.S. 23/74' and 'Lady Mustangs top Pigeon to kick off conference action'. The page includes various advertisements, such as 'MCS Technology Support Services' and 'Susan's Accounting & Tax Service'. A 'NEWSLETTERS' section offers options like 'Breaking News' and 'Building Sports News'. A 'STOCKS' section shows a line graph and a table of market data. At the bottom, there are sections for 'OBITUARIES', 'LETTERS TO THE EDITOR', 'COURT NEWS', and 'SERVICES'. The footer contains contact information and social media links.