the Gazette

WWW.WESTERNGAZETTE.CA

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Off-Campus Retail Gazette Student Newspaper ONLINE RATES

Gazette Online Advertisements are priced by CPM (Cost Per Thousand) according to the following table. Ad visibility is fluid and changes based on current average views for the month. The duration of an ad depends on the number of impressions purchased and the location chosen.

POSITION	SIZE (PIXELS)	RATE (+HST)	VISIBILITY
DESKTOP & MOBILE: CPM			
IMPACT - TOP (HIGH CTR)	970x120	$10 CPM	35%
IMPACT - BOTTOM	970x120	$10 CPM	20%*
SIDEBAR - TOP (HIGH CTR)	300x250	$10 CPM	50%
SIDEBAR - MIDDLE	300x250	$10 CPM	50%
SIDEBAR - BOTTOM	300x250	$10 CPM	50%
IN-STORY - MIDDLE (HIGH CTR)	300x250	$10 CPM	40%
DESKTOP ONLY: CPM			
PAGE CURL (HIGH CTR*)	75x75, 500x500	$10 CPM	20%*
LEADERBOARD - TOP (HIGH CTR)	728x90	$10 CPM	20%
LEADERBOARD - BOTTOM	728x90	$10 CPM	20%
MOBILE ONLY: CPM			
LEADERBOARD - TOP MOBILE (HIGH CTR)	320x90	$10 CPM	30%
LEADERBOARD - BOTTOM MOBILE	320x90	$10 CPM	30%

*BASED ON LIMITED AVAILABLE DATA

TO FIND IMPRESSIONS

$$a \times v = i$$

a = Average Site Page Views
v = Position visibility as a decimal (30% = .30)
i = Impressions

CPM = Cost per thousand ad impressions.
CTR = Click through rate. How often an ad is clicked.
VISIBILITY = How often the position will be visible as a percentage of monthly views.
e.g: "Sidebar - Top" will be visible to 50% of all visitors in a month.

TO BUDGET FOR YOUR AD

$$(i \div 1000) \times cpm = \$$$

i = Impressions
cpm = Current CPM Rate
$\$$ = Total Ad Cost

Average site page views (2016 DATA)	WEEKLY	DAILY
SCHOOL YEAR (SEPTEMBER 1 – MAY 31)	41,500	5,928
SUMMER (JUNE 1 – AUGUST 31)	23,500	3,357

ARTWORK:
72 DPI, RGB, Under 1MB
STATIC: JPEG, PNG, GIF
MOTION: GIF, SWF

Email completed ad to:
dwatso4@uwo.ca

CPM = Cost per thousand. e.g. $10 CPM means an advertiser must pay $10 for every 1,000 impressions of their ad.

The Gazette's online advertising system allows ads to be placed on a time-basis, a CPM basis, or a mixture of both.

In 2015, average weekly page-views was 18,000. Impressions are how many times someone sees your ad on a page. 1 page view does not mean 1 impression; only if the ad is seen is an impression counted. Rough average impressions in 2016 is 9000 per week.

IMPRESSION SETTINGS

As Fast As Possible
This setting will serve the ad as quickly as possible. The ad will serve as quickly as possible even if an end date has been set.
Note: Depending on the amount of total impressions, this option could result in the ad hitting its impression cap ahead of the scheduled end time (e.g. done in eight days of a 14 day Ad Campaign).

Balance Automatically
This setting tells will distribute the ad evenly across the lifetime of the ad (the time between the start date and end date). This method will check hourly for ad performance, and will ramp up or slow down the serving rate of the ad in attempt to ensure the ad lasts throughout the advertising campaign and meets its impression goal if possible.
Note: Ad impressions are never exact and you may end up with slightly more or less impressions, due to traffic conditions and the fact that the performance check only occurs once per hour.

With "As Fast As Possible", the ad will run through it's total impressions right away. With "Balance Automatically", the ad will average out the impressions during the lifetime of the ad and will only show the ad that amount per day.

EXAMPLE

Total Initial Impressions: 10,000
Initial Duration: 14 days
Average Initial Target Impressions: 714
Target = (Remaining Total Impressions – Actual Impressions) / Remaining Days

	Target	Actual	Remaining
Day 1	714	500	9500
Day 2	730	730	8770
Day 3	730	600	8170
Day 4	742	500	7670
etc...	767	767	6903

These numbers are all dependant on the duration of the ad, the total impressions of the ad, and the daily-scheduling of the ad (if applicable.)

DAILY SCHEDULING

Our system allows us to show your ad at specific times of the week. We can set it so the ad is only shown during the school hours, Monday – Friday. This will shorten the amount of time your ad is visible during the day, but it will in turn show your ad more consistently allowing you to target your specific demographic during the set times.

CPM vs FLAT RATE

Flat rate for high impact will get you approximately 1 week of viability total. The ad will be shown, in rotation with other ads if applicable, to every visitor regardless of the time-of-day or if they have seen the ad before.

CPM allows you to pre-purchase your total impression amount and you set the total lifetime (e.g. 2 weeks). Your ad will be shown less often throughout the day, but will be seen by more unique visitors. Your ad will balance itself automatically to meet your daily targets and allow your ad to last throughout the lifetime set.