



**Diana Watson**

ADVERTISING AND MARKETING OFFICE

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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)
<b>DESKTOP &amp; MOBILE</b>		
IMPACT - TOP (HIGH CTR)	970x150	\$10 CPM
SIDEBAR - TOP (HIGH CTR)	300x250	\$10 CPM
SIDEBAR - MIDDLE	300x250	\$10 CPM
SIDEBAR - BOTTOM	300x250	\$10 CPM
IN-STORY - MIDDLE (HIGH CTR)	300x250	\$10 CPM
<b>DESKTOP ONLY</b>		
LEADERBOARD - TOP (HIGH CTR)	728x90	\$10 CPM
STICKY - SIDEBAR	300x600	\$10 CPM
<b>MOBILE ONLY</b>		
LEADERBOARD - TOP MOBILE (HIGH CTR)	320x90	\$10 CPM
STICKY - ANCHOR (HIGH CTR)*	320x50	\$10 CPM

CPM = Cost per thousand ad impressions.

CTR = Click through rate. How often an ad is clicked.

\*BASED ON LIMITED AVAILABLE DATA

Average site page views (2017-18 DATA)		
	WEEKLY	DAILY
<b>SCHOOL YEAR</b> SEPTEMBER 1 – APRIL 30	38,700	5,528
<b>SUMMER</b> MAY 1 – AUGUST 31	14,000	2,000

**ARTWORK:**  
72 DPI, RGB, Under 1MB  
STATIC: JPEG, PNG, GIF  
MOTION: GIF, HTML5

Email completed ad to:  
[dwatso4@uwo.ca](mailto:dwatso4@uwo.ca)

CPM is guaranteed to deliver the selected number of impressions to reach your target audience. Because prices for a CPM campaign are fixed by volume, you have the flexibility to manage your ad budget with the knowledge that your ad will keep running until your ad has enough unique views.

### Desktop & Mobile Space

#### Impact

Above all page content. Ad resizes to page width proportionally. Small text may be difficult to read on mobile devices.

**1 Top:** 970x150

#### Sidebar

Right of body content (below on mobile).

**3 Top:** 300x250

**4 Middle:** 300x250

**5 Bottom:** 300x250

#### Body

Middle of all content in the article.

**6 In-Story:** 300x250

### Desktop Only Space

#### Desktop Leaderboards

Above / Below main content area. Swaps with Mobile Leaderboards at small screen sizes.

**2 Top:** 728x90

#### Sticky

Stays visible at the top of the screen when scrolling past and down the page.

**7 Sidebar:** 300x300

### Mobile Only Space

#### Mobile Leaderboards

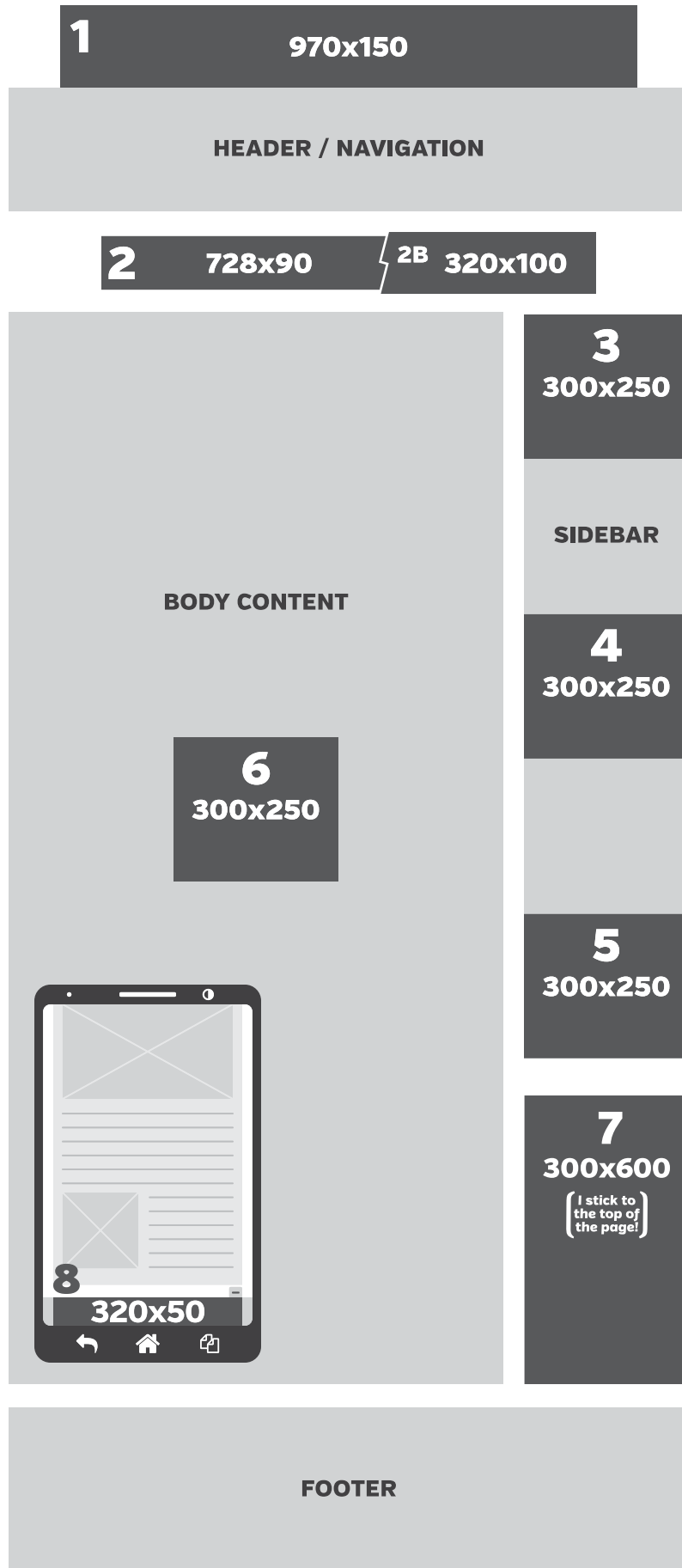
Above / Below main content area. Swaps with Desktop Leaderboards at large screen sizes.

**2B Top:** 320x100

#### Sticky

Stays visible at the bottom of the screen while scrolling through the page.

**8 Anchor:** 320x50



**Diana Watson • Advertising Specialist**

THE UNIVERSITY STUDENTS' COUNCIL • WESTERN UNIVERSITY

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