

# Digital Display Ad Rates

**Salem**  
**REPORTER**  
 Local News That Matters



SalemREPORTER  
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## Digital Ad Rates

AD SIZE (pixels)	2 WKS	1 MO	2 MO	3 MO	6 MO
1400x230 HP Middle Banner	\$90	\$165	\$235	\$315	\$525
300x250 HP City News Banner	\$120	\$195	\$275	\$375	\$655
300x250 Sidebar Rectangle	\$115	\$185	\$255	\$335	\$545
300x600 Sidebar Half Page	\$155	\$255	\$375	\$485	\$875
1400x230 Top Banner / HP Mid Banner	\$215	\$335	\$515	\$795	\$1,235

### Roadblock (Fixed Position Upgrades)

Right Sidebar, In-Story or Top of City News:

1st = 55% • 2nd = 50% • 3rd = 45% • 4th plus = 40%

### NEWSLETTER

Mornings & Evenings (M – F)

300x250 Rectangle = \$65

560x350 Half Page = \$85

Subscribers (opt-in) = 18,489

Single Run includes 1 morning & 1 evening (same day)



Blue Sprocket Brokerage

Initiate • Inform • Influence

Tiffany Sullivan, Advertising Manager

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503-367-6776

File Types Accepted:  
 JPG/JPEG, PNG, or GIF formats

File Quality:  
 High Resolution, Max Quality, 300ppi

**DEADLINES (prior to start date):** Reservation/Ad Production 3-4 days prior • Camera-Ready Art 1-2 days prior

Note: Call or email for a rate quote on run dates over 6 months. Ads are subject to rotation in-column homepage & on the right rail, unless they are upgraded to a roadblock (fixed position). Visual ad examples on this sheet are not to scale in order to fit on the page. Rates subject to change. Invoices are due upon receipt. Late fees are charged starting at 60 days past due.