

Digital Display Ad Rates

Capitol Subaru presents the 11th Annual **WALK-N-WAG** Family Fun, Games & Activities!

At Minto Brown Island Park
Register at wvh.org/pets

503.588.3600
pets@wvh.org

Willamette Vital Health

Saturday, September 23 • 1:00-4:00 pm

Digital Ad Rates

AD SIZE (pixels)	2 WKS	1 MO	2 MO	3 MO	6 MO	12 MO
1400x230 HP Middle Banner	\$90	\$165	\$235	\$315	\$525	\$945
300x250 Sidebar Rectangle	\$115	\$185	\$255	\$335	\$545	\$981
300x600 Sidebar Half Page	\$155	\$255	\$375	\$485	\$875	\$1,575
300x250 HP City News Banner	\$120	\$195	\$275	\$375	\$655	\$1,179
1400x230 Top Banner / In-Story	\$215	\$335	\$515	\$795	\$1,235	\$2,223

HP = Homepage

Roadblock (Fixed Position Upgrades) Right Sidebar or City News:

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

NEWSLETTER (M, T, W, Th, F)

300x250 Rectangle = \$65

600x200 Banner = \$85

560x350 Half Page = \$105

Subscribers (opt-in) = 18,489

Limit 1 ad per newsletter. Check for availability.



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 12 months. Ads are subject to rotation in all positions unless they are upgraded to a roadblock (right sidebar or City News). 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.