

The Eunice News

• eunicetoday.com •



2023 ONLINE ADVERTISING

1

Ad Unit: Marquee

Dimensions: 468 x 60

Placement: Top Right of every page

2

Ad Unit: Half Page

Dimensions: 300 x 600

Placement: Right rail of every inside page

Open Rate
\$10.00 CPM

30 Day
\$8.00

12 Month
\$7.00

3

Ad Unit: Leaderboard

Dimensions: 728 x 90

Placement: Top of every inside page;
bottom of every page

4

Ad Unit: Large Rectangle (Big Box)

Dimensions: 300 x 250

Placement: 3 positions on every page, 2 on right rail

Open Rate
\$7.00 CPM

90 Day
\$6.00

12 Month
\$5.00

Design Deadlines:

- All online ads must be turned in to the newspaper 72 hours prior to campaign launch with the exception of rich media which needs to be turned in 8 business days prior to campaign launch.

Camera Ready Deadlines:

- All camera ready online ads must be turned in to the newspaper 24 hours prior to campaign launch.
- Camera-ready art must be in SWF, GIF or JPG format. Source material not accepted.

Ad Design

EuniceToday.com can develop a creative advertising message & develop an online marketing strategy that will meet your business needs.

Please provide us with your linking URL, logo & a clear concept of what your goal is for your online advertising.

General Guidelines

- EuniceToday.com reserves the right to edit, reject, revise or cancel an online ad at anytime.
- All ad links must be live links.
- Banners must be designed so that interaction with the ad only occurs if the user's mouse is over the ad. Audio is opt-in only.
- All rich media ads must be submitted with a GIF/JPG version.
- Discounts available for multiple LSN Publishing websites and newspapers
- All contracted rates guarantee 50K impressions per month.
- All placements subject to availability.

Call your account executive for our e-Edition newsletter sponsorship.



To advertise contact your sales representative:

The Eunice News (337) 457-3061

or email misty.deaville@eunicetoday.com