

PRAIRIE FIRE

THE PROGRESSIVE VOICE OF THE GREAT PLAINS

Prairie Fire Online

www.prairiefirenewspaper.com

Prairie Fire Newspaper's Web site receives an average of 4,000 visitors and 6,000 page views per month. Stories and graphics from the current issue and archives of our past issues bring back repeat visitors and draw in new ones. **Don't miss this opportunity to expand your reach online!**

Ad Type	Size	Frequency (pricing based on minimum three-month commitment)
Masthead	486 pixels wide × 60 pixels tall	\$150 – cycling 3×*
Masthead	486 pixels wide × 60 pixels tall	\$350 – exclusive placement**
Page Bottom	486 pixels wide × 60 pixels tall	\$75 – cycling 3×
Page Bottom	486 pixels wide × 60 pixels tall	\$150 – exclusive placement
Upper Tier	150 pixels wide × 240 pixels tall	\$75 – cycling 3×*
Upper Tier	150 pixels wide × 240 pixels tall	\$150 – exclusive placement
Lower Tier	150 pixels wide × 240 pixels tall	\$50 – cycling 3×*
Lower Tier	150 pixels wide × 240 pixels tall	\$115 – exclusive placement

* *Cycling 3×* means your ad is one of three ads in rotation. A new ad is loaded when the page refreshes or the viewer goes to a new page.

** *Exclusive placement* means your ad is the only ad in that space. There is no rotation of ads.

Specifications

- Internet ad artwork should be 72 to 96 ppi/dpi resolution in JPEG (.jpg) or GIF (.gif). File size should be kept as small as possible.
- The file size for Upper and Lower Tier ads must remain below 25k.

Ad Submission

- E-mail your ad copy to production@prairiefirenewspaper.com.
- Need help? Visit with your advertising representative for the best way to submit design instructions and materials for our production department to design your ad.
- **Deadline for receipt of artwork is the 15th of the month prior to the new month's posting (i.e., Jan. 15 for the February issue).** Issues are posted by the 5th of the month.