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**AD RATE SHEET**

**EFFECTIVE 12/01/2016**

**HEADER ADS:**

* Our most prominent ad spot, the Header Ad is seen at the top of each page whether viewing on a computer or a smartphone.
* May rotate with up to 10 other advertisers.
* Size 474x82 in jpeg format.
* ***$450 per month***

**SUB-HEADER ADS:**

* The Sub-Header is a great ad spot because it is also at the top of each page, slightly below the Header. It is seen at the top of the page whether viewing on a computer or a smartphone.
* Does NOT rotate with other advertisers.
* Size 468x90 in either jpeg or rotating gif format.
* ***$350 per month***

**BOX ADS:**

* Box ads are a great option as they receive a high number of views at a lower price point. These ads are seen on the right side of each page when viewing on a computer and below the articles when viewing on a smartphone.
* Does not rotate with other advertisers.
* Size 300x250 in jpeg or gif format.
* ***$250 per month***

**IN-STORY ADS:**

1. **INSIDE AD:** The first "In-Story Ad" is called the "Inside Ad" and appears in a story after the fourth paragraph. ***$250 per month***
2. **BELOW CONTENT AD:** The second "In-Story Ad" is called the "Below Content" Ad and appears at the end of the story. ***$200 per month***
3. **BEFORE COMMENTS AD:** The third "In-Story Ad" is called the "Before Comments Ad and appears before the comment section on each story. ***$150 per month***

**BONUS:**

We offer our paying advertisers the opportunity to publish blog-type content on The Village Green for no extra charge. This allows us to further inform our readers with information they would like to see while granting advertisers additional exposure.

**NOTE THE FOLLOWING:**

* We only require a 3 month minimum.
* You may change your ad as often as you’d like – ***for no extra charge.***
* Your ad will be linked to the URL of your choosing.
* We can provide metrics regarding views, hovers, click-throughs, basic demographics, upon request.
* We are happy to offer a 5% discount for 6 months paid upfront and a 10% discount for 12 months paid upfront.
* We prefer payment by check but will accept a credit card for an additional 3% fee to cover the cost of processing.