

High Country News 2009 Media Kit

Web Rates and Mechanicals

HCN's Web statistics are growing every day. Contact our sales department for current Web statistics. (In March 2009, we recorded more than 200,000 page views per month). Visit www.hcn.org to cruise our Web site.



Head Banner Sponsor
728 pixels x 90 pixels
Appears site-wide
except homepage
\$10 Cost per thousand
page views

FILE FORMAT: JPEG, PDF



Featured Sponsor:
300 pixels x 250 pixels
Appears site-wide
\$10 Cost per thousand
page views

FILE FORMAT: JPEG, PDF

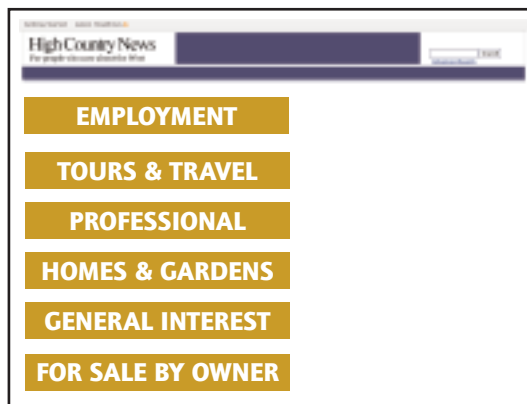
Foot Banner Sponsor
728 pixels x 90 pixels
Appears site-wide
\$7 Cost per thousand
page views

FILE FORMAT: JPEG, PDF



Classification
Banner Sponsor
468 pixels x 60 pixels
Appears classified
advertising page
\$100/month

FILE FORMAT: JPEG, PDF



Text Ads

FEATURED CLASSIFIED

Your classified line ad will be featured site-wide including the homepage (the first ten words of the ad will appear and link back to the full text on the classified Web pages). Only five spaces available, \$25 per slot, two-week posting.

CLASSIFIED

Text ad appears on classified advertising page; thirty cents per word (.25 cents per word for subscribers and nonprofits).

Add a company logo or real estate property photo for an additional \$25.

For immediate posting, add \$15.

SPONSORSHIP OPPORTUNITIES

E-NEWSLETTER (TEXT ONLY):

26,000 subscribers; 25 word maximum with logo, weekly e-mail feed; five slots available. \$2 cost per thousand.

MULTIMEDIA INTRODUCTION (LOGO ONLY):

Company logo permanently imbedded at the introduction of one Web video or slideshow. \$300.

MEDIA LANDSCAPE WEB POSTING

These placements are exclusively for books, music, film, and computer software. A 40-word description plus a cover or jacket image will be posted in the classified Web section under "Media Landscape."

\$37 for a two-week posting.

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Print, Web & E-mail Bundling Menu

The Full Enchilada

BUY: 1/4 page or 1/2 page print ads
(Twelve or more ads @ 6x rate)

GET: Head Banner (250,000 guaranteed impressions valued at \$2,500); one sponsorship slot that will appear in twelve consecutive weekly e-newsletters (240,000 e-mails valued at \$480); one multimedia sponsorship on hcn.org video or slideshow (value \$300).

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.

Save \$3,280

The Big Burrito

BUY: 1/4 page or 1/2 page print ads
(Three or more ads @ 3x rate)

GET: Head Banner (125,000 guaranteed impressions valued at \$1,250); one sponsorship slot that will appear in six consecutive weekly e-newsletters (120,000 e-mails valued at \$240).

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.

Save \$1,490

The Tasty Taco

BUY: 1/8 page or 1/16 page print ads
(Three or more ads @ 3x rate)

GET: Foot Banner (75,000 guaranteed impressions valued at \$525); one sponsorship slot that will appear in three consecutive weekly e-newsletters (60,000 e-mails valued at \$120).

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.

Save \$645

Nachos Grande

BUY: Three print classified ads of 100 words or more

GET: Exclusive Classified Banner for 1 month (10,000 guaranteed impressions valued at \$100); one of five "featured text ads" that will appear site-wide on hcn.org for one month. (190,000 guaranteed impressions e-mails valued at \$50)

*The numbers: 50,000 print readers/issue, 190,000 impressions on hcn.org/month, 26,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.

Save \$150

Chips and Salsa

BUY: One Media Landscape print ad (exclusively for books, films, music, and computer software)

GET: One 40-word Web classified ad with cover image for two weeks. (valued at \$37)

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.

Save \$37