

Durham Parent Online

Why you should advertise at **durhamparent.com**

Used to gather information, download music and video and communicate with friends and family, the Internet is rapidly closing the popularity gap on television, especially for time-crunched parents. Already a leader in the community,

Durham Parent is proud to introduce a website that will enhance its print product — provide up-to-date information, entertainment and event listings — which will keep your advertising message at the forefront of our visitors' minds.

Print + Online Rates

There is no better way to reach your target audience than through a concentrated print and online advertising/marketing campaign. Buy a print ad and you will receive online advertising at no charge.

Upgrade your online ad with extra units, or a flyout package at low, low prices!



Triple Size Ad 3 UNITS

- 160 pixels x 165 pixels (2.222" x 2.292")
- Includes link
- **FREE** with full page print ad
- or as low as \$100/month*

FREE
with full-page ad

Double Size Ad 2 UNITS

- 160 pixels x 110 pixels (2.222" x 1.528")
- Includes link
- **FREE** with 1/4 page or more print ad
- or as low as \$75/month*

FREE
with 1/4 page ad
and up

Single Size Ad 1 UNIT

- 160 pixels x 55 pixels (2.222" x 0.764")
- Includes link
- **FREE** with 1/16 page or more print ad
- or as low as \$50/month*

FREE
with 1/16 page ad
and up

Fly-Out Add-on

- Add to any single, double, or triple size ad
- 300 pixels x 250 pixels (4.167" x 3.472")
- Large ad appears on mouse action

as low as
\$100
per month

* pricing based on 12x rate

To deliver maximum value to our clients, each ad rotation has limited inventory. Availability is not guaranteed. Positions are filled on a first come, first served basis.

Online ONLY Rates

As our site grows, so too will your revenue. Our online rates are exceptional value for money. Commit today to a 12-month contract and you will receive substantial discounts on the individual rates. (All ads are run of site.)

size	1x	12x	- annual savings
Banner	\$375	\$250	save \$1,500
Triple	\$150	\$100	save \$600
Double	\$100	\$75	save \$300
Single	\$75	\$50	save \$300
Fly-Out	\$150	\$100	save \$600
Ear Lug	\$100	\$75	save \$300



www.durhamparent.com

Contact your sales specialist at (905) 426-4676

Online Sizes

ACTUAL SIZES SHOWN

Triple Size Ad

3 UNITS

160 pixels x 165 pixels

2.222" x 2.292"

Double Size Ad

2 UNITS

160 pixels x 110 pixels

2.222" x 1.528"

Single Size Ad

1 UNIT

160 pixels x 55 pixels

2.222" x 0.764"

Ear Lug

160 pixels x 90 pixels

2.222" x 1.25"

Fly-Out

300 pixels x 250 pixels

4.167" x 3.472"

Banner Size

728 pixels x 90 pixels

10.111" x 1.25"