

COLUMBIA JOURNALISM REVIEW

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2012 ONLINE ADVERTISING RATES

SECTION OF SITE	GENERAL RATE	NONPROFIT RATE (25% DISCOUNT)	TRAFFIC
Run of Site*	\$6,000	\$4,500	200,000
Home Page Square	\$3,000	\$2,250	38,000
Interior Page Leaderboard**	\$3,700	\$2,775	160,000
Interior Page Square**	\$3,700	\$2,775	160,000
Interior Page Footer**	\$3,700	\$2,775	160,000
“Who Owns What” Square	\$2,000	\$1,500	38,000
“Behind the News” & “News Meeting” (Leadboard or Square)	\$1,000	\$750	29,000
“Behind the News” & “News Meeting” (Footer)	\$500	\$375	29,000
“The News Frontier & News Frontier Database” (Leaderboard or Square)	\$1,000	\$750	20,000
“Observatory” (Leaderboard or Square)	\$1,000	\$750	12,000
“Page Views” (Leader or Square)	\$500	\$375	3,000
“Page Views” (Footer)	\$250	\$188	3,000

MATERIAL SPECS	Dimensions in Pixels
Square	300 X 250
Leaderboard	728 X 90
Footer	728 X 90

Ad rates are based on ads appearing for a one-month period
Traffic numbers are page views based on 12-month averages.

*Includes Home Page and Interior Pages, excluding “Who Owns What”, “Behind the News”, “News Meeting”, “Observatory”, “The News Frontier Database”, “The News Frontier” and “Page Views”.

**Excludes: Home Page, “Who Owns What”, “Behind the News”, “News Meeting”, “Observatory”, “The News Frontier Database” and “The News Frontier”.

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