

2011-2012 Rate Card

# Online Advertising

<http://www.thelantern.com>



## Online Rates

Box, banner, and tower ads are all placed in a maximum rotation of five advertisers.

### Box - 300 x 250 pixels

Month	\$390.00
Week	\$130.00

### Banner - 660 x 85 pixels

Month	\$390.00
Week	\$130.00

### Tower - 160 x 600 pixels

Month	\$300.00
Week	\$100.00

### Email Banner - 468 x 60 pixels

Week	\$390
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### Webcast Sponsorship

Week	\$250
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Sponsorship of the weekly Friday webcast.

### Text Links

12+ months	\$75 per month
6-11 months	\$90 per month
3-5 months	\$105 per month
1-2 months	\$120 per month

## Discounts

The Lantern offers a discount on all web advertising for print contract advertisers.

## Ad Submission

Online ads can be submitted as either static or animated images. Acceptable file formats are jpg, .gif, and .swf.

# thelantern

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