

One Leaderboard spot, two Sidebar (medium) spots, and two Footer (small) spots are available. As more ads are reserved, each position will rotate between multiple advertisers, up to four in each position.

MyNortheaster.com rate card effective 1-1-19.

Website Advertising on MyNortheaster.com

Ad Type	Duration			
	Annual	Quarterly (3 months)	One Month*	2 Weeks*
Leaderboard <small>728 px wide x 90 px high, appears on Home page below MyNortheaster banner</small>	\$750	\$250	\$112	\$80
Sidebar (medium) <small>300 px wide x 250 px high, appears on Home, News, Events and Archives pages</small>	\$750	\$250	\$112	\$80
Footer (small) <small>468 px wide x 60 px high, appears on the Home page before the lists of items in the "Featured Event," "Grab Bag" and "Save the Date" categories</small>	\$338	\$118	\$58	\$44

*Month-long and 2-week increments are only available with print ad purchase. If you would like to use web to promote an event, we highly recommend starting early.

We will produce your ad, or use what you provide. .png format, please. Let us know the exact web address you want your ad to link to, when you send your ad or instructions by email (so we can cut and paste).

We provide up to two proofs on ads we produce, free. Additional proofs \$25 each.

