



Established 1932

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ADVERTISING RATES

Internet Advertising Costs on www.mirrorspectator.com

Internet traffic: over 25,000 visitors monthly

Homepage ads (3 ads)

1st horizontal

Desktop: 970x250, 970x90, 728x90	one week \$100 one month \$300
Mobile: 300x250, 250x250, 320x50	one week \$75 one month \$250
Both desktop and mobile	one week \$150 one month \$500

2nd horizontal/square

Desktop can be rectangle or square	
Max rectangle: 700x250	one week \$60 one month \$200
Square: 250x250 (mobile)	one week \$40 one month \$140
Both desktop and mobile	one week \$80 one month \$300

3rd horizontal

Desktop: 970x250, 970x90, 728x90	one week \$50 one month \$180
Mobile: 250x250, 320x50	one week \$30 one month \$110
Both desktop and mobile	one week \$70 one month \$270

Single article (2 ads)

Desktop default size: Keep ads width to 360px max. one week \$150 one month \$350

Vertical: 120 x 240, 120x600, 160x600, 300x600 one week \$120 one month \$320

Mobile: 250x250, 320x50 one week \$100 one month \$300

Horizontal (shows up within long articles)

Desktop: 970x250, 970x90, 728x90 one week \$130 one month \$330

Mobile: 250x250, 320x50 one week \$90 one month \$290

Both desktop and mobile one week \$200 one month \$600

Category page (1 ad)

Horizontal ad at the bottom of 1st page;

Desktop: 970x250, 970x90, 728x90 one week \$55 one month \$190

Mobile: 250x250, 320x50 one week \$35 one month \$130

Both desktop and mobile one week \$80 one month \$300

Note: one month means 4 weeks.