

Monthly Page Views: **2.3 Million** | Monthly Unique Visitors: **251,000**

(source: Omniture Analytics, Aug. 08-Jan. 09)

AD SIZES:

Leaderboard: 728 x 90

Medium Rectangle: 300 x 250

Tiles: 160 x 90

Skyscraper: 160 x 600

AD RATES:

LEADERBOARD, RECTANGLE, SKYSCRAPER

\$14 cpm for any one of the three, anywhere on our site: home, targeted or run of site.

SPECIAL PACKAGES FOR LEADERBOARDS, RECTANGLES & SKYSCRAPERS:

\$700 = 50,000 home page or targeted impressions, plus 50,000 run of site impressions (inventory permitting)

\$500 = 50,000 run of site impressions

FIXED TILE POSITIONS

\$425/month for a home page tile. Two (2) tile positions available, with up to 4 advertisers per position. Sold as a flat rate, with impressions split among advertisers.

\$215/month for a tile on any one targeted content area. Two (2) tile positions available, with up to 4 advertisers per position. Sold as a flat rate, with impressions split among advertisers.

To Advertise Call **831.429.2413**
or email mblaesser@santacruzsentinel.com

The screenshot shows the Santa Cruz Sentinel website in Internet Explorer. At the top is a yellow banner for the "Tour of California Sausalito to Santa Cruz February 16, (Presidents Day)" with the website URL www.tourofcalifornia-santacruz.com. Below this is a sidebar containing several advertisements: "Alcohol & Drug Treatment in Santa Cruz" by Providence Recovery Center (PRC), "GREGG CAMP PROPERTY IN SANTA CRUZ" by Santa Cruz County Real Estate, "GAYLE'S BAKERY & ROSTICCERIA" advertising handcrafted breads, and "The CityKids Foundation" which helps young people positively impact their lives. The footer features a State Farm Insurance logo and a promotional message: "Talk To Me For Discounts Up To 35% Click Here" with contact information for Alesse Greene, Agent, Insurance Lic. #: 0C92339, Bus: 831-426-2500, and a photo of the agent.