



### Monthly Web Advertising

Web Only Advertisers\*

Schedule	Placement		
	Leaderboards		
Top & Bottom	Run of Site	Homepage Only	Section Only
1-3 Months	\$420	\$335	\$120
4-6 Months	\$390	\$310	\$115
7-9 Months	\$355	\$285	\$105
10-12 Months	\$330	\$265	\$95

Schedule	Placement		
Bottom Only	Run of Site	Homepage Only	Section Only
1-3 Months	\$215	\$175	\$60
4-6 Months	\$200	\$165	\$60
7-9 Months	\$185	\$150	\$55
10-12 Months	\$170	\$140	\$50

Schedule	Placement		
Top Right Column	Run of Site	Homepage Only	Section Only
1-3 Months	\$475	\$380	\$145
4-6 Months	\$440	\$350	\$135
7-9 Months	\$400	\$320	\$125
10-12 Months	\$375	\$300	\$115

Schedule	Placement	
Subsection/Articles	Run of Site	Section Only
1-3 Months	\$120	\$40
4-6 Months	\$115	\$40
7-9 Months	\$105	\$35
10-12 Months	\$95	\$35

All prices NET, U.S. dollars, per month

### BASIC WEB AD SPECIFICATIONS

Web ads must be submitted complete or we offer design services.

#### Position Specs

##### Leaderboard

Top & Bottom  
728 x 90 pixels  
Placed at Top and/or Bottom of each webpage

##### Messaging Plus Units (MPU/Banner "Tiffany")

300 x 250 pixels  
Placed on the top righthand column of each page

##### Tile

125 x 125 pixels  
In righthand column, below MPU on all subsection & feature pages

##### Preferred File Format

JPG, GIF or animated flash SWF or FLV files  
Resolution of 72 dpi  
Maximum file size 50 kb



### Home / Sections / Search / Events



### Subsections / Articles



### Additional Opportunity

**The Directory**  
Online at [www.LakeSuperior.com](http://www.LakeSuperior.com)  
**Augmented Location Listings**  
\$65\* / month

Paid Searchable Directory ads include Multiple Images, Facebook & Video placement

\*Discounts for Magazine Print Advertisers

**Rate Card 39**  
Effective through August 31, 2017

**1-888-BIG LAKE** (888-244-5253)  
Duluth-Superior area, 218-722-5002



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