

Lake Superior Magazine LakeSuperior.com



In Our 40th Year - 2018 Online Advertising Rate Card

Monthly Web Advertising

Web Only Advertisers*

Schedule	Placement		
	Leaderboards		
Top & Bottom	Run of Site	Homepage Only	Section Only
1-3 Months	\$425	\$340	\$120
4-6 Months	\$395	\$315	\$115
7-9 Months	\$360	\$290	\$105
10-12 Months	\$335	\$270	\$95
Bottom Only	Run of Site	Homepage Only	Section Only
1-3 Months	\$220	\$180	\$60
4-6 Months	\$205	\$170	\$60
7-9 Months	\$185	\$155	\$55
10-12 Months	\$175	\$145	\$50
	MPU/Banner "Tiffany"		
Top Right Column	Run of Site	Homepage Only	Section Only
1-3 Months	\$480	\$385	\$145
4-6 Months	\$445	\$355	\$135
7-9 Months	\$405	\$325	\$125
10-12 Months	\$375	\$305	\$115
	Small Tiles		
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
Augmented Location Listings
\$70* / month

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

*Discounts for Magazine Print Advertisers

Rate Card 40
Effective through August 31, 2018

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



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