

# VermilionToday.com

Abbeville Meridional

The GUEYDAN JOURNAL

Kaplan Herald



## 2023 ONLINE ADVERTISING

**1 Ad Unit: Marquee**  
 Dimensions: 468 x 60  
 Placement: Top Right of every page

**2 Ad Unit: Half Page**  
 Dimensions: 300 x 600  
 Placement: Right rail of every inside page

Open Rate	30 Day	12 Month
\$10.00 CPM	\$8.00	\$7.00

**3 Ad Unit: Leaderboard**  
 Dimensions: 728 x 90  
 Placement: Top of every inside page;  
 bottom of every page

**4 Ad Unit: Large Rectangle (Big Box)**  
 Dimensions: 300 x 250  
 Placement: 3 positions on every page, 2 on right rail

Open Rate	90 Day	12 Month
\$7.00 CPM	\$6.00	\$5.00

### Design Deadlines:

- All online ads must be turned in to the newspaper 72 hours prior to campaign launch with the exception of rich media which needs to be turned in 8 business days prior to campaign launch.

### Camera Ready Deadlines:

- All camera ready online ads must be turned in to VermilionToday.com 24 hours prior to campaign launch.

### Ad Design

VermilionToday.com can develop a creative advertising message & develop an online marketing strategy that will meet your business needs.

Please provide us with your linking URL, logo & a clear concept of what your goal is for your online advertising.

### General Guidelines

- VermilionToday.com reserves the right to edit, reject, revise or cancel an online ad at anytime.
- All ad links must be live links.
- Banners must be designed so that interaction with the ad only occurs if the user's mouse is over the ad.
- All rich media ads must be submitted with a GIF/JPG version.

**Call your account executive for our e-Edition newsletter sponsorship.**



To advertise contact your sales representative:

**Abbeville Meridional (337) 893-4223**

**Gueydan Journal (337) 536-6016**

**Kaplan Herald (337) 893-4223**

or email [advertising@vermiliontoday.com](mailto:advertising@vermiliontoday.com)