

# ONLINE ADVERTISING

## Online Advertising Rates

*DiamondbackOnline.com* is an option to target the internet-savvy readers of *The Diamondback* as well as parents, prospective students, and the College Park Community. Online space is based on availability and is limited.

### Deadlines

Pre-Designed Banners & Contracts:

2 Business Days

*Diamondback* Graphic Artist Designed Banners & Contracts: 4 Business Days

### Rates

Home Page Banner 1 or  
Remainder of Site Banner 1

234x60 pixels

\$300/month (Avg. \$1.15 CPM)

or \$85/rotation/month (Avg. \$1.31 CPM)

4 Rotations Available

Home Page Button 3,4,5,6 or  
Remainder of Site Button - 3,4,5,6

120x120 pixels

\$210/month (Avg. \$0.80 CPM)

or \$60/rotation/month (Avg. \$0.92 CPM)

4 Rotations Available

These buttons can be combined as larger banners. Ask your Ad Rep for sizes and prices.

Banner 10

468x60 pixels

\$525/month (Avg. \$2.02 CPM)

or Rotation 1-3 \$60/rotation/month

or Rotation 4-9 \$55/rotation/month

(Avg. \$2.31 CPM)

10 Rotations Available



Home Page Banner 2 or  
Remainder of Site Banner 2

468x60 pixels

\$525/month (Avg. \$2.02 CPM)

or Rotation 1-3 \$60/rotation/month

or Rotation 4-9 \$55/rotation/month

(Avg. \$2.31 CPM)

10 Rotations Available

Text Links

One-line ads (limit 5 words) with a hyperlink, appearing at the bottom of each page.

1 Link \$150/month

1 Link \$750/ 6months

1 Link \$1,200/ 12 months

Volume discount: deduct 10% for 2 or more

Text Link ads ordered together.

Home Page Banner - 7,8 or  
Remainder of Site Banner - 7,8

120x240 pixels

\$420/month (Avg. \$1.62 CPM)

or \$115/rotation/month (Avg. \$1.77 CPM)

4 Rotations Available

Can combine for a 300x250 banner for \$700/month.

## Online Advertising Requirements & Informations

Ads intended for use on the internet must be created differently than those used for print.

### Banner & Button Requirements

- ◇ All files should be built as either JPEGs or GIFs.
- ◇ All files should be built in RGB at 72 ppi.
- ◇ Banners/buttons running for a partial month will be prorated accordingly.
- ◇ Banner and button copy can be changed bimonthly and links to customer's URL are at no additional charge.

### Online Traffic Information

- ◇ Avg. Number of Page Views: 8,661 per day
- ◇ Avg. Number of Unique Viewers: 1,742 per day
- ◇ Avg. % of Viewers from the *umd.edu* Domain: 22.7%