

## Run of Site (ROS) pricing

All ads are in a rotation and will be seen an equal number of times on the website. There is no guarantee that your ad will appear on demand when you load a certain page, but all ads will be seen an equal number of times and statistics are available on request. For more information, and to run an online ad, please contact us at (903) 587-2850 or email [ava@theleonardgraphic.com](mailto:ava@theleonardgraphic.com)

### ***Small Square, 125x125 pixels***

<b>Impressions</b>	<b>Monthly Rate</b>	<b>CPM Rate</b>
10,000 - 49,999	\$75/month	\$7.50/CPM
50,000 - 149,999	\$70/month	\$7.00/CPM
150,000 - 299,999	\$65/month	\$6.50/CPM
300,000 - greater	\$60/month	\$6.00/CPM

### ***Horizontal Banners, 468x60 pixels***

<b>Impressions</b>	<b>Monthly Rate</b>	<b>CPM Rate</b>
10,000 - 49,999	\$105/month	\$10.50/CPM
50,000 - 149,999	\$100/month	\$10.00/CPM
150,000 - 299,999	\$90/month	\$9.00/CPM
300,000 - greater	\$80/month	\$8.00/CPM

### ***Skyscraper, 120x600 pixels***

<b>Impressions</b>	<b>Monthly Rate</b>	<b>CPM Rate</b>
10,000 - 49,999	\$115/month	\$11.50/CPM
50,000 - 149,999	\$110/month	\$11.00/CPM
150,000 - 299,999	\$100/month	\$10.00/CPM
300,000 - greater	\$90/month	\$9.00/CPM

### ***Large Square, 320x250 pixels***

<b>Impressions</b>	<b>Monthly Rate</b>	<b>CPM Rate</b>
10,000 - 49,999	\$125/month	\$12.50/CPM
50,000 - 149,999	\$120/month	\$12.00/CPM
150,000 - 299,999	\$110/month	\$11.00/CPM
300,000 - greater	\$100/month	\$10.00/CPM

### ***Leaderboard, 728x90 pixels***

<b>Impressions</b>	<b>Monthly Rate</b>	<b>CPM Rate</b>
10,000 - 49,999	\$155/month	\$15.50/CPM
50,000 - 149,999	\$150/month	\$15.00/CPM
150,000 - 299,999	\$140/month	\$14.00/CPM
300,000 - greater	\$130/month	\$13.00/CPM

## **Errors**

www.theleonardgraphic.com will not be responsible for claims resulting from a typographical error beyond the cost of the space involved and affected by the error. The website shall accept

## **Advertise Online**

Written by Davy Moseley

Tuesday, 08 February 2011 00:00 - Last Updated Monday, 30 January 2012 14:23

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no liability for its failure for any reason to insert an advertisement. When proofs are submitted, the advertiser assumes all responsibility for any errors in the ad that may have been over-looked. Corrections will be made when specified on proofs. The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and save the publisher harmless against any demands, claims or liability arising from the publication of said advertising. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgments obtained by reasons of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney's fees and cost of litigation.

## **Advertising Policies**

Tobacco and alcoholic beverage advertising accepted. Advertising simulating news will carry the words "Paid Advertisement." theleonardgraphic.com does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature and publisher reserves the right to cancel or reject any advertisement at any time.

No credit extended to new accounts for a period of at least thirty days.

Businesses that do not have a permanent place of business in this market, but will be doing business on a temporary basis in this area, are required to pay in advance. All political advertising must be paid in advance.

## **Proofs**

Proofs will be shown when requested on advertisements submitted 48 hours prior to launch. Advertisements received after the 48-hour deadline - if accepted - relieves theleonardgraphic.com of the responsibility for proofing and of any errors therein. Proofs are meant for checking prices, grammar, and corrections in artwork, not for rewrite or redesign.

## **Deadlines**

Ads must be scheduled by 5 p.m., two days prior to ad start date.

## **Ad Formats**

- We accept the following ad formats: .jpg, .png, .gif and .swf. The ads should be no larger than 50 Kb and be the proper size and at 72 dpi. All online ads are RGB color.

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- The flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.
- All advertising content must be clearly differentiated from editorial content.
- theleonardgraphic.com reserves the right to reject any ads.

## Online Advertising Terms

- **CPM** - Cost per thousand impressions.
- **Run of Site (ROS)** - Maximum reach. ROS advertisers give you the major bang for your buck. Your ads will rotate throughout the Web site to increase your company's brand awareness. Available in Skyscrapers, Leaderboards, Large Squares, Vertical Banners, Horizontal Banners, 2 Small Square spots.
- **Sponsorships** - (Brought to you by)  
Maximum visibility, occupy a premier position on a section with a fixed ad that will not rotate with other advertisers. Price varies by section.
- **Brick Ads** - Focused message. Advertising in sections related to your business is a great way to target the people most interested in your product or service. Brick ads will run on section or subsections. (NOT ON HOMEPAGE)
- **Limited Run Campaigns** - If you just want to advertise an upcoming sale, we can limit your ad to less than a 10K impressions. Whether it is a limited run of one week, just a weekend, or even a single day!