WEB ADVERTISING
MESSENGER-INQUIRER.COM

Assumes 100,000 Impressions over a 1 month period.

Background: 1920x1440: $600

Leaderboard Top: 728x90, 320x50: $400 for either/both

Rail Top 1: 300x250: $400 300x50:$300 300x600: $500

Rail Top 2: 300x250: $400 300x50:$300 300x600: $500

Skyscrappers: Side by Side: 160x600: $300 either

Mobile Footer: Ad-1043192: $300

Weather: 125x125: $200

General Placement: $200 Choose size... Above positions if available, lower if not.

700,000-1,000,000 Pageviews / Mo.

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70,000 – 90,000 Unique Users / Mo.

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50% of sessions 70% of pageviews are local

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Responsive Design: Ads will be seen on Desktops and Mobile Devices

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The Messenger-Inquirer offers three basic options for online advertisers. With "Priority Placement" you specify where and when your ad appears. With "General Placement" you specify your ad size, the number of impressions and/or the start and end dates. We will place your ad as inventory allows. With "Specialty Ads" we will work with you to develop the ad package you want.

Priority Placement

Choose the location: Leaderboard, Weather, Rail Top 1, Rail Top 2, Skyscrapper, or Mobile Footer

Location Determines Size:
Leaderboard Top: 728x90 Desktop, 320x50 Small Mobile (supply both for complete coverage)
Weather: 125x125
Rail Top: 300x250 (Optional 300x50 or 300x600)
Skyscraper: 160x600
Mobile Footer: 320x50

Purchase a block of impressions and set a contract term. Prices are based on 100,000 impressions over a one month period.

General Placement

Specify one or more ad sizes. Specify maximum monthly budget/maximum monthly impressions. Optionally specify start and end dates. Ads will run in any available spot based on availability and price priority. Priority placement ads are always highest priority. If you purchase 100,000 impressions for a 300x250 it may run in the Rail-Top1 and/or Rail-Top2 position, some/most impressions will likely be from the three lower rail positions. Recommended for leaderboard and rail.

Specialty Advertising

Messenger-Inquirer.com supports a number of specialty advertising options. Background ads will only display on screens greater than 1200px wide and visibility maybe limited based on screen size, but they are static as the page scrolls and offer a click through rate 5-10x standard banners. Interstitial ads display before continuing to an article or page they are great options if you want to "sponsor" access that would otherwise be restricted by the paywall. Expanding ads are available at the top of the page either center top or as a page curl. These are high impact ads during page load that revert to a smaller ad after a certain time or upon request by the user.

Ad (Creative) Formats

Typical ad format is a jpeg or png image file. In addition we support animated gifs, flash, javascript, html, and video ads. Animated and video ads must not play audio except in direct response to a user interaction. (User must hit play, click the ad, or turn on volume.) Ad's must not be offensive. (You will be notified when supplying the ad. Exception: If HTML and Script based ads that load content dynamically begin displaying inappropriate content, are audible on loading, cause formatting or function issues they will be disabled. Undelivered impressions are non-refundable.)

Ad (Creative) Creation

Creation of a basic image ad is included in the ad price. Leaderboard ads include the creation of a desktop and mobile ad. There may be additional charges for the creation of flash, html, video, or script based ads. Ads may be supplied by the advertiser and are subject to approval by the Messenger-Inquirer. Advertisers who supply their own ads take on all liability regarding the image, video, and audio rights used in the ad(s). Multiple creatives may be supplied for a single order.

Custom Targeting

We will work with any advertiser to develop a targeting plan for your advertisement. Targeting options include Website Section, Geography, Device, Domain, Carrier and Bandwidth. When developing a plan we will estimate the number of available impressions available but are not responsible for under delivery of ads targeted beyond website section.

Special Events and Short Term Advertising

Need to advertise for just a few days. We can deliver all available impressions during that time period. We recommend purchasing a standard block (100,000) of impressions and we can place a hold on your ad delivery at the end of the event. Any unused impressions are still available for your next event. If you supply your own creatives (ads) there is no additional charge for this service. If we need to create additional ads (creatives) for each event there may be additional charges.

Landing Pages

Your typical ad will link to your website or Facebook page. We recommend using a dedicated page or a specific query string as your link target allowing you to easily identify traffic from your ad campaign within your site analytics. If you do not have an appropriate website or Facebook page we can create a "Landing Page" as the ad target. This page can be a simple image, pdf file, an html page, a form, or a survey. Additional charges will apply and will vary based on your requirements.

Reporting

All advertising includes a report setup and the ability to access stats "live." Stats may run up to 24 hours behind activity.

Need More

Let us know what you want and we will see if we can provide it. If not we work with a network of talented individuals and companies and will do our best to connect you with the resource you need.