

# 2021 Clinton Herald

## DIGITAL MARKETING

## MEDIA RATE CARD

### MISSION STATEMENT

The Clinton Herald will be the dependable source for local news, provide our readers a public forum to express their needs, interests and concerns, and engage in community activities that enhance the image and character of our newspaper and our communities.

**The Clinton Herald is NEWS about YOU!**

### VIEWERS

**90,076** Unique Visitors and Over **472,260** Page Views per month!



# digital marketing



Retirement Residence of Clinton  
**Regency**

Clinton, Iowa's Premier Independent Living for People 55+ Call (563)-242-1010 to schedule your personal tour.

839 13th Avenue North • Clinton, IA 52732  
(563) 242-1010 • www.regencyofclinton.com  
Developed and Managed by: Essex Corporation

CELEBRATING 15 Years

728px x 90px

**CAPTURE OUR DESKTOP AND MOBILE AUDIENCE ALL IN ONE CAMPAIGN!**

Start the New Year right by filling your car with E85 fuel.

AMERICAN LIND ASSOCIATION CLEAN AIR CHOICE IOWA CORN

CLEAN AIR FOR IOWA  
CLEAN AIR FOR EVERYONE  
www.CleanAirForIowa.org

300px x 600px

Licensing Classes Start May 14 **Ruhl & Ruhl**  
GAIN FLEXIBILITY WITH REAL ESTATE >>>

320px x 50px

Licensing Classes Start May 14 **Ruhl & Ruhl**  
GAIN FLEXIBILITY WITH REAL ESTATE >>>

300px x 50px

Now Flying  
**QC TO DC**  
Nonstop to/from Washington-Dulles Airport

QUAD CITY INTERNATIONAL AIRPORT **Easier.** UNITED

300px x 250px

## DIGITAL ADVERTISING RATES

\$15/CPM - Open rate  
5,000 impression minimum

[WWW.CLINTONHERALD.COM](http://WWW.CLINTONHERALD.COM)

## DIGITAL AD SIZES

- 300px x 600px
- 300px x 250px
- 728px x 90px
- 320px x 50px
- 300px x 50px

## INTERNET ADVERTISING GUIDELINES

Online ad guidelines: Acceptable formats include: .jpg, .gif, and .swf.

Flash ads should have a click tag & appear exactly as follows with no URL included: on (release {getURL (\_level10.clickTAG,"\_blank")});

Video ads must be submitted in .swf format with an initial load size of no larger than 80k.

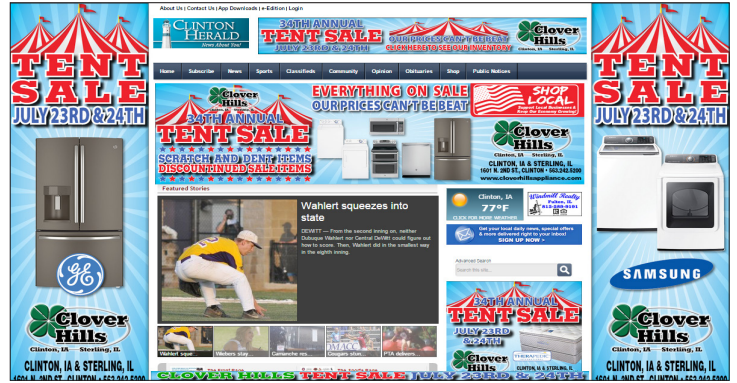
# digital take-over

## DIGITAL TAKE-OVER RATES

Wallpaper Only: \$80 per day (Monday - Thursday), \$115 per day (Friday - Sunday)

Homepage Takeover: \$300 per day

- A creative way to make a BIG splash with our users.
- Advertiser has the opportunity to surround the Clinton Herald homepage with your branding message!
- Your message will resonate with our users in a BIG way. Immediately click through to your website or chosen advertising material.
- For maximum impact, advertiser can choose to combine wallpaper + ATF (above the fold) ad spaces for takeover of entire page!
- Provides you with the exclusivity for the entire day.



# sliding billboard

## SLIDING BILLBOARD RATES

\$115 per day

- This unit achieves its high impact status without being intrusive to the user.
- User can be directed to your website on the first click or expand the unit and click again to access the site.
- 6,000 - 7,000 impressions per day

Pencil Ad 950 x 45



Billboard Ad 950 x 250



# social media

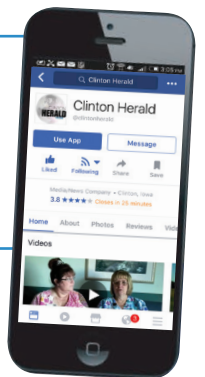
- Over 12,750 followers on Facebook.
- Over 2,580 followers on Twitter
- Over 54% of traffic to our site is through Facebook referral



[www.facebook.com/clintonherald](http://www.facebook.com/clintonherald)



[www.twitter.com/clintonherald](http://www.twitter.com/clintonherald) | @ClintonHerald



# Email Newsletter MARKETING



## DAILY NEWSLETTER

The daily newsletter delivers the top local news and headlines 5-7 days/week, and includes links to the popular section of the website

## BREAKING NEWS ALERTS

Breaking news alerts are triggered any time the Breaking News flag is checked on a story. These alerts are sent in real time.

**300 x 250 ad is included with purchase of Newsletter ad.**

\* Added Value: Newsletter advertisers get more exposure in breaking news at no charge.

**2200 DAILY CLINTON HERALD  
EMAIL NEWSLETTER SUBSCRIBERS**  
**48,400 EMAILS SENT PER MONTH**

How well do you know car insurance?

**Classic Bodyworks**  
is here to help you with all your car insurance needs!

[Click here for more details!](#)

223 17th Ave N Clinton, IA 563-243-2688 **Classic Bodyworks, Inc.**

## NEWSLETTER AD SIZES

**Box Ad:**  
**300px x 250px**

**Strip Ad: 580px x 72px**

## NEWSLETTER RATES - 300x250

1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
\$300	\$810	\$1,530	\$2,160	\$2,700
	5,000 impressions	7,500 impressions	10,000 impressions	20,000 impressions

## NEWSLETTER RATES - 580x72

1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
\$350	\$945	\$1,785	\$2,520	\$3,150
	5,000 impressions	7,500 impressions	10,000 impressions	20,000 impressions

RATES INCLUDE BREAKING NEWS ALERTS



News About You!

Connecting **24-7** print | online | mobile