

high impact advertising

product	max file size	dimensions	sponsorship	cpm
Desktop Reveal (Banner + video)	1mb	1920 x 600	\$1000	\$25
Desktop Reveal (3 banner fly-in)	1mb	2560 x 800	\$1000	\$20
Mobile Reveal	300k	800 x 250	\$1000	\$20
Exit Interstitial		800 x 600		\$40

*Ad Dimensions/Max File Size: 300 x 600 / 200k | 160 x 600 / 150k | 728 x 90 / 150k | 320 x 100 / 50k

run-of-site (minimum 30 day run)

product	max file size	cpm	targeted cpm
Desktop Banner Ads (300x250, 300x600, 728x90, 620x250)	250k	\$10	\$12
Desktop Billboard (970x250)	250k	\$15	\$17
Mobile Banner Ads (300x250, 320x50)	250k	\$10	\$12

native advertising

product	per post	cpm
Post on community.tucson.com + 25k native impressions	\$1250	
Plog post submitted + 25k native impressions*	\$1000 (pending approval)	
Additional Impressions (rotating on article blocks)		\$10

*Submitted content is subject to approval. Editing fees included.

All measurements in pixels | All ads with a mobile size included should have the same creative re-sized for the responsive version | Revised July, 2021

audience targeted display (minimum 30 day run)

product	max file size	dimensions	cpm
Desktop Med Rectangle / Newsletter	150k	300 x 250	\$12
Desktop Half Page	200k	300 x 600	\$12
Desktop Skyscraper	150k	160 x 600	\$12
Desktop Leaderboard	150k	728 x 90	\$12
Mobile Medium Rectangle	150k	300 x 250	\$12
Mobile Leaderboard	50k	320 x 50	\$12
Pre-Roll Video	n/a	300 x 250	\$20

*Minimum spend \$1000 | *Geo-Fence Targeting Minimum Spend \$1500

agency social media

advertising	retail spend
Facebook, Instagram, WhatsApp*	\$500 min
YouTube*	\$500 min

*Includes management fee. Contact your rep for available positions / ad units.

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email marketing

product	dimensions	monthly
Targeted Email (50,000)	600 x 1024	\$1250
Targeted Email (20,000)	600 x 1024	\$500
Targeted Email Rebroadcast	600 x 1024	\$500
eNewsletter Ad	728x90	\$250/wk
eNewsletter Ad Sponsorship	728x90 and 300x250	\$2,500/mo (3 ads)
Ad Mail		\$500

video

product	dimensions	cpm	per day
In-Banner Video* ROS	300 x 250	\$20	
In-View* (Outstream) ROS	640 x 480	\$20	\$1500
Pre-Roll*	1920 x 1080	\$20	
LocalVid Local \$500 includes three ad shapes + 30-sec video + 20k impressions			
LocalVid + Social \$750 includes above + social media			
LocalVid Local \$500 includes Social package + 10k Reveal video impressions			
LocalVid Local a la Carte 15-second video \$150 – up to 5 images + logo + text. 30-second video \$200 – up to 10 images + logo + text. 60-second video \$250 – up to 20 images + logo + text.			

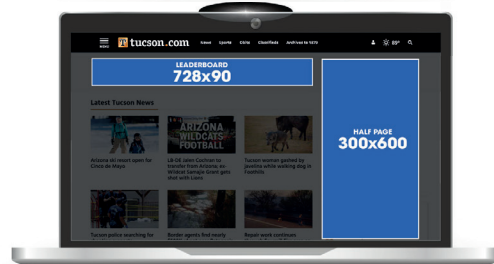
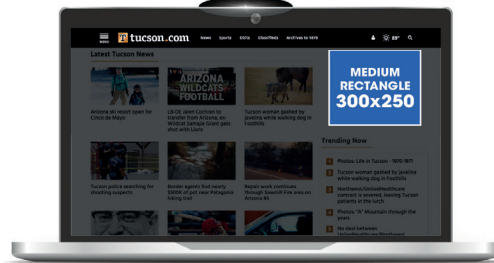
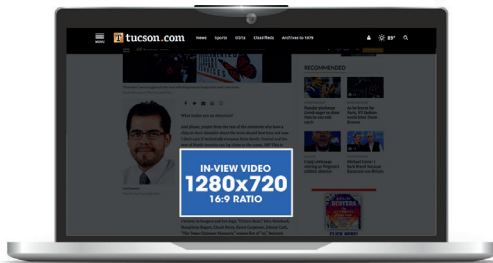
Video Production
Price available upon request.

Video Products Also Available
QikVid | Reveal | Targeted Display Pre-Roll
YouTube Pre-Roll | Social Video
OTT (Audience Targeted and Amazon)

Please contact your sales rep for package pricing.

*All video, regardless of final size, to be created at **HD 1920x1080 or SD 1280x720** | 15-30 seconds max length

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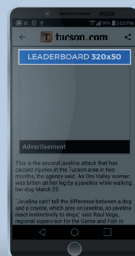


MOBILE SIZES

REVEAL
 800x250



LEADERBOARD
 320x50



MEDIUM
 RECTANGLE
 300x250



product

Desktop Ads

Reveal

Banner + Video **1920 x 600**
Banner only (up to 3 slides) **2560 x 800**
Each slide no larger than 900k.

Medium Rectangle (big box) **300 x 250**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

Leaderboard **728 x 90**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

Skyscraper (Audience Targeted only) **160 x 600**

Static only.

Half Page **300 x 600**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

In Article **620 x 250**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

Billboard **970 x 250**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

Mobile Ads

Reveal **800 x 250**

1-3 Slides saved as animated gif file.

Mobile Medium Rectangle **300 x 250**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

Mobile Leaderboard **320 x 50**

If animated, no more than three frames at 5-seconds in duration (each) for a total of 15 seconds.
Maximum three repetitions.

placement

Run-of-Site

Run-of-Site

300x250 | 300x600 | 728x90 | 320x50 | 620x250 | 970x250

Tucson.com standard advertising positions - display rotates throughout the Tucson.com website. All Run-of-Site campaigns must run a minimum of 30 days.

Run-of-Site Targeted

300x250 | 300x600 | 728x90 | 320x50 | 620x250 | 970x250

Utilize our geographic, demographic, geo-fencing, Category and Behavioral Targeting Options to reach your specific audience.

High Impact Advertising

Desktop Reveal | Mobile Reveal

2560x800 / 1920x600 / 800x250

Get High Visibility Through Interactive High Impact Positioning Inclusion on Tucson's #1 Local Media Website-Tucson.com.

Adhesion

300x600 / 160x600 / 728x90 / 320x100

Ad appears to the right side of content on large screen or desktop devices. As the device's screen gets smaller the ad unit shifts to the bottom of the screen and displays as a floatbar.

Exit Interstitial

800x600

Gain great visibility as your message appears upon user's exit of the page.

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Targeted RON

Audience Targeted

300x250 | 300x600 | 160x600 | 728x90 | 320x50

A cost-effective solution that maximizes your brand's digital presence across a curated list of national websites. All Run-of-Network campaigns must run a minimum of 30 days.

Targeted Email

eBlast (static)

600 x varies

Targeted Email is a powerful product due to the fact the audience "opts-in" to receive those emails, creating a commanding reach. The ability to have precise targeting will ensure the client's message reaches an interested database.

Targeted Email Rebroadcast

600 x varies

Expand your reach with a rebroadcast to those who have opened and read your prior eblast. This ensures more visibility and engagement with those who have shown prior interest.

eNewsletter Email Marketing Sponsorship

300x250 Top | 728x90 Top & Bottom

Three ads units are featured in one of ADS weekly newsletters sent out to lists of opted in subscribers at 100% SOV for one month. Newsletter options include Top 5 News, Top 5 Sports, Business, Obits, and Food.

eNewsletter Email Marketing

300x250 | 728x90

One ad unit is featured in one of ADS weekly newsletters sent out to lists of opted in subscribers for one month. Newsletter options include Top 5 News, Top 5 Sports, Business, Obits, and Food.

Ad Mail

600 x varies

Reach ADS Subscribers

Newsletter (big box or leaderboard)

300 x 250

Static only.

728 x 90

Newsletter Options:

EAT + DRINK #This Is Tucson	Weekly
TOP FIVE - Tucson.com News	Daily
STARTING FIVE - Tucson.com Sports	Daily
HIGH SCHOOL SPORTS - Tucson.com Sports	Weekly
TUCSON TIME MACHINE - Tucson History	Weekly

Video

In-Banner Video

300 x 250

Minimum 15 to maximum 30 seconds
Can appear anywhere on Tucson.com

In-View Video

640 x 480

This ad reaches more engaged readers since it is placed between paragraphs on articles. The video collapses when done playing. Up to 30 seconds recommended.

Audience Targeted Pre-Roll (15-30 sec length) **1920 x 1080**

Just like TV commercials, pre-roll is a Video Ad message that plays before video content begins. This Video Ad lives on Tucson.com and appears only if an article is associated to video content.

LocalVid Video (15-30 sec length)

1920 x 1080

A specialized package to include up to: three ad sizes, social media and Reveal impressions that run on Tucson.com. Final video is 1920x1080 and will be delivered to the client once finished.

Native Advertising

Blog

Blog Post lives on community.tucson.com
Showcase your business with professionally written content or infographics across all platforms – desktop, mobile and tablet – to help drive customers to your business.

Impressions

Rotates on article blocks.
Extend your reach by adding additional native ad impressions that link back to your content strategy.

Social

Social Boost | Facebook | LinkedIn | YouTube Ads

Extend your reach and have your post appear higher in News Feeds so there's a better chance your audience will see them.
*** \$650 retail minimum** (management fee included)

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website products

Landing Page	\$250/mo	Domain Name Registration	\$20/yr
Landing pages are product specific pages that are focused on a single objective that matches the intent of the ads that visitors clicked on to reach your page.		Domain registration is the process of registering a domain name e.g. www.yourbrand.com	
Website Hosting/Maintenance	\$99/mo	Email Setup	Custom Quote
Have your domain hosted and maintained by ADS. This includes 5 sites updates per month. Custom updates are quoted individually.		White Label App Creation	\$2,000
Custom Responsive Website Design	Call for Quote		\$99/mo CMS/maintenance
Responsive Web Design makes your web page look good on all devices (desktops, tablets, and phones).		Build stunning fully native white label apps for Android and iOS for best user experience on mobile.	
		<small>*Client is responsible for Apple and Google Store costs. Apple \$99/mo - Google \$25 one time.</small>	

a la carte products

Reputation Monitoring	Custom Quote	Search Engine Marketing (SEM)*	
Monitor online reputation/reviews, verify listing over 85 sites, compares SOV with competition and provide Snapshot Intelligence Report		Set-up fee dependent on budget.	
Social	Custom Quote	YouTube Channel Setup Only	\$50/ea
12 posts per month		Consultation available for posting content	
Social Contests (per contest)	Custom Quote	Search Engine Registration	
Call Tracking	\$20	Initial Setup	\$60
		Google and Bing listing creation and claiming	\$40/mo
		Video	
		Video Production	Custom Quote
		Video Editing	Custom Quote
		Custom Creative	Custom Quote

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