

## high impact advertising

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

\*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	dimensions	cpm	above the fold targeted cpm
Desktop Med Rectangle	150k	300 x 250	\$10	\$12
Desktop Half Page	200k	300 x 600	\$10	\$12
Desktop Leaderboard	150k	728 x 90	\$10	\$12
Desktop In Article	200k	620 x 250	\$10	\$12
Desktop Billboard	250k	970 x 250	\$15	\$17
Mobile Medium Rectangle	150k	300 x 250	\$10	\$12
Mobile Leaderboard	50k	320 x 50	\$10	\$12

## social media

advertising	spend
Facebook*	\$500 min
YouTube*	\$500 min
LinkedIn*	\$500 min

\*Contact your rep for available positions / ad units.

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

## run-of-network (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
Video	n/a	320 x 250	\$20

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

## photo gallery

product	dimensions	cpm
Photo Gallery	300 x 250	\$10

## native advertising

product	per post	cpm
Blog post on community.tucson.com + 50k impressions	\$1000	
Impressions (rotating on article blocks)		\$10

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## email marketing

product	dimensions	monthly
Email Marketing	600 x 1024	\$25 cpm / \$1250 min
Email Rebroadcast Marketing	600 x 1024	\$500
Email Retargeting	600 x 1024	\$500 min
eNewsletter	728x90	\$250/wk
eNewsletter Sponsorship	728x90 and 300x250	\$2,500/mo (3 ads)

## video

product	dimensions	cpm	per day
Run-of-Site In-Banner Video*	300 x 250	\$20	
Run-of-Site In-View*	640 x 480	\$20	
Run-of-Site In-View Sponsored*	640 x 480		\$1,500
Pre-Roll*	1920 x 1080	\$20	

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

## digital connect

product	rate
Digital Connect (profile lives on local.tucson.com)	\$100
Digital Connect Plus (profile lives on local.tucson.com)	\$350

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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 (RON 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 / 800x200**

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.

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**Run-of-Network**

**Run-of-Network**

**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.

**Newsletter**

**Newsletter** (big box)

**300 x 250**

Static only.

**Newsletter** (leaderboard)

**728 x 90**

Only static available.

**Newsletter Options:**

FOOD #This Is Tucson

Weekly

SPORTS Tucson.com

Daily

LATEST NEWS Tucson.com

Daily

**Email Marketing**

**eBlast** (static)

**600 x varies**

Email Marketing 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.

**Email Rebroadcast Marketing**

**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.

**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.

**Video Pre-Roll** (15-30 second max 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.

**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.

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**Digital Connect**

**Digital Connect**

Profile lives on local.tucson.com  
A profile page for each local advertiser is created where the customer's print ad is posted

**Digital Connect Plus**

Profile lives on local.tucson.com  
A profile page for each local advertiser is created where the customer's print ad is posted - includes reputation monitoring and listing distribution (see below)

**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.  
**\* \$500 minimum spend**

**website products**

**Landing Page**

**\$250/mo**

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.

**Website Hosting/Maintenance**

**\$99/mo**

Have your domain hosted and maintained by ADS. This includes 5 sites updates per month. Custom updates are quoted individually.

**Custom Responsive Website Design**

**Call for Quote**

Responsive Web Design makes your web page look good on all devices (desktops, tablets, and phones).

**Domain Name Registration**

**\$20/yr**

Domain registration is the process of registering a domain name e.g. www.yourbrand.com

**Additional Website Updates**

**\$150/hr**

Set your company up for success this year by investing in your website. Let us keep your site up to date.

**Hourly Coding/Programming**

**\$150/hr**

Coding is what makes it possible for us to create computer software, apps and websites. Let us help you create a functional website or app.

**Consulting Services - Hourly**

**\$125/hr**

Analytics Set with events, goal setting & analysis. Website & SEO Analysis & performance review, brand strategy, ROI analysis, platform/technology analysis & proofing, research & insights.

## a la carte products

<p><b>Reputation Monitoring</b> <b>\$75/mo</b></p> <p>Monitor online reputation/reviews, verify listing on 85 sites, compares SOV with competition and provide Snapshot Intelligence Report</p>	<p><b>Social Contests</b> (per contest) <b>\$350/setup</b></p>
<p><b>Reputation Management</b></p> <p>Initial Set-up <b>\$450</b></p> <p>Monthly Maintenance (per location) <b>\$300</b></p> <p>Listing Set-up <b>\$60</b></p> <p>Requires a reputation product and is in the dashboard</p> <p>Monthly Maintenance <b>\$40</b></p> <p>Premium Listing Set-up <b>\$250</b></p> <p>Requires a reputation product and is in the dashboard</p> <p>Review Generation <b>\$185</b></p> <p>Per month - 12 month</p> <p>Monthly Maintenance <b>\$150</b></p> <p>Review Response <b>\$45/hr</b></p>	<p><b>SEM</b> <b>\$500 min</b></p> <p>Custom quoted (Number of actions are based on budget) SEO, Pay per click, Google Ad Words</p> <p><b>YouTube Channel Setup Only</b> <b>\$50/ea</b></p> <p>Consultation available for posting content</p> <p><b>Search Engine Registration</b></p> <p>Initial Setup <b>\$60</b></p> <p>Google and Bing listing creation and claiming <b>\$40/mo</b></p> <p><b>Video</b></p> <p>Video Production <b>\$150/hr</b></p> <p>Video Editing <b>\$150/hr</b></p> <p><b>Custom Creative</b> <b>\$150/hr</b></p> <p><b>Email</b></p> <p>Single Email Address <b>\$70</b></p> <p>Block of 5 Email Addresses w/limited storage <b>\$169</b></p> <p>Additional Email Addresses after initial 5-block with limited storage <b>\$34</b></p> <p>Email Transfer <b>Custom Quoted</b></p> <p><b>Analytics Dashboard</b></p> <p>Access to Amplified Reports through TruMeasure <b>\$25/mo</b></p>
<p><b>Reputation Monitoring w/Listing Distribution</b></p> <p>Initial Setup <b>\$150</b></p> <p>Monthly Maintenance <b>\$75</b></p> <p>Verify and build accurate business listings on the 4 major data aggregators, Factual, Acxiom, Infogroup &amp; Neustar/Localeze, referenced by over 85 directory sites. Monitor online reputation/reviews, compares SOV with competition and provide Snapshot Intelligence Report</p>	
<p><b>Social Setup</b> <b>\$150</b></p> <p>Facebook, Google+ and Twitter</p>	
<p><b>Social</b> <b>\$250/mo</b></p> <p>12 posts per month</p>	

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