

THE LANSING JOURNAL

Keeping our community informed and connected

DIGITAL AD RATES

WE KNOW YOU'RE BUSY; WE'RE HERE TO HELP

You want people to know about your product or event, but you also want to be smart with your ad spend. That's what our digital advertising is all about. We specialize in helping local organizations with messaging and reach. We'll make recommendations that meet your needs and fit your budget:

On our website (80,000+ views/month)	Ad size	Price/WEEK	Price/MONTH
Pop-Up (Various sizes and behaviors)	varies	\$500	
Billboard (Giant size, above our logo)	2000x400px	\$400	\$1,000
Leaderboard (Huge size, below our logo)	970x250px	\$250	\$700
Within articles (between paragraphs in story)	800x200px	\$200	\$600
Below articles (below of each story)	800x200px	\$200	\$600
Sidebar - Top Tier (Large size, only three ads)	300x600px	\$150	\$400
Sidebar - Lower Tier (Square size, only four ads)	300x300px	\$125	\$300
Sidebar - Bottom (Small size, unlimited ads)	300x250px	\$80	\$200
Sidebar - Basement (Small size, unlimited ads)	300x250px	\$75	\$100

In our daily email (targeting subscribers)	Ad size	Price/WEEK	Price/DAY
Email Ad Zone 1 (above Today's Headlines)	640x300px	\$400	\$75
Email Ad Zone 2 (below Today's Headlines)	640x300px	\$400	\$75

SPECIALTY ADS

Looking for something more interactive? Ask about the Amazing Cube, Instant Facebook, video ads, the Sticky Note, Slideshows, Countdown Timers, Scratch-off ads, and other options to get viewers interacting with your brand. (See samples in action at thelansingjournal.com/advertise.)

SPONSORED CONTENT

Have a longer story to tell? For advertisers who provide their own Sponsored Content, The Lansing Journal charges \$300 per article, or \$700 for a series of three (paid upfront). Or you can choose to have us write the content — with your input: \$600 per article, or \$1,500 for a series of three (paid upfront).

RESULTS REPORTS

As an advertiser, you'll receive regular reports detailing the views, hovers, and clicks your ads achieve, as well as other details that help you grow your business.

LET'S GET STARTED

When you succeed, we succeed! And that helps us both contribute to a stronger community.

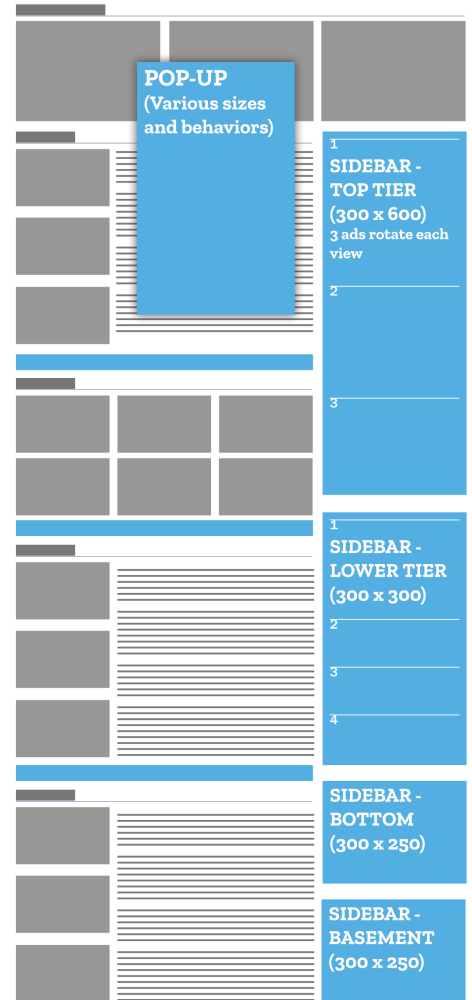
Contact: Melanie Jongsma, The Lansing Journal
mjongsma@thelansingjournal.com
 708-921-4938

Prices effective May 1, 2023; subject to change as needed.

BILLBOARD ZONE (2000 x 400)



LEADERBOARD ZONE (970 x 250)



Digital ads are priced according to size and position on site, as shown in this site mock-up.