

ADVERTISING RATES

BANNER AD 468 x 60 pixels

Front Page and Classifieds			
	1 ISSUE	48 ISSUES	AS LOW AS
TOP BANNER 468 x 60 Pixels	\$55.00 Per Week	\$46.75 Per Week	\$187.00 Per Month
BOTTOM BANNER 468 x 60 Pixels	\$45.00 Per Week	\$38.25 Per Week	\$153.00 Per Month
TALL AD 140 x 200 Pixels	\$45.00 Per Week	\$38.25 Per Week	\$153.00 Per Month
STANDARD AD 140 x 60 Pixels	\$25.00 Per Week	\$21.25 Per Week	\$85.00 Per Month

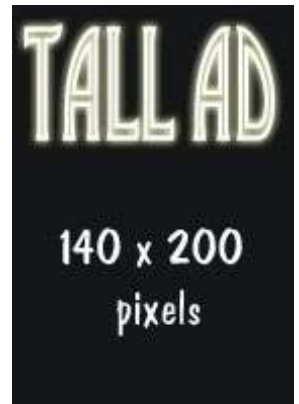
Value Added

Animated GIF	20.00 set up
Campaigns (max 3 banners)	20.00 set up
Enhanced Landing Page	65.00 per hour

Classifieds FREE

Discounts

12 Issues	5%
24 Issues	10%
48 Issues	15%
Non-profit	Take additional 10% off



News and Around Town			
	1 ISSUE	48 ISSUES	AS LOW AS
TOP BANNER 468 x 60 Pixels	\$40.00 Per Week	\$34.00 Per Week	\$136.00 Per Month
BOTTOM BANNER 468 x 60 Pixels	\$35.00 Per Week	\$29.75 Per Week	\$119.00 Per Month
TALL AD 140 x 200 Pixels	\$35.00 Per Week	\$29.75 Per Week	\$119.00 Per Month
STANDARD AD 140 x 60 Pixels	\$20.00 Per Week	\$17.00 Per Week	\$68.00 Per Month

- ★ Lansing is the fastest growing community in Tompkins County
 - ★ More than 70% of readers access the Star using a high-speed Internet connection
 - ★ When readers click your ad they go to your Web site or landing page with more information about your business
 - ★ Readers moving to the Lansing / Ithaca area will see your online ad first
 - ★ Ask about custom sized ads
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- ★ Graphics must be in JPG or GIF format

Other Pages			
	1 ISSUE	48 ISSUES	AS LOW AS
TOP BANNER 468 x 60 Pixels	\$35.00 Per Week	\$29.75 Per Week	\$119.00 Per Month
BOTTOM BANNER 468 x 60 Pixels	\$30.00 Per Week	\$25.50 Per Week	\$102.00 Per Month
TALL AD 140 x 200 Pixels	\$30.00 Per Week	\$25.50 Per Week	\$102.00 Per Month
STANDARD AD 140 x 60 Pixels	\$15.00 Per Week	\$12.75 Per Week	\$51.00 Per Month



All the News From Home

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