

# DIGITAL RATE CARD

Effective November 23, 2015

STANDARD DISPLAY

	Ad Specs	Home Page & Section Fronts	Article Pages	Run Site	USAToday.com
<b>Leaderboard</b>	728x90	--	\$8.00	\$7.00	--
<b>LRG Rectangle</b>	300x250	\$10.00	\$10.00	\$8.00	\$9.20 geo-targeted
<b>Half Page</b>	300x600	\$16.00	\$16.00	\$14.00	\$12.07 geo-targeted
<b>Blended Option 1</b>	300x250 & 728x90	--	\$9.00	\$7.50	--
<b>Blended Option 2</b>	300x250/728x90 & 300x600	--	\$11.50	\$9.75	--
<b>Blended Option 3</b>	300x250 & 300x600	\$13.00	\$13.00	\$11.00	\$10.64 geo-targeted
<b>Blended Option 4</b>	300x600 & 728x90	--	\$12.00	\$10.50	--
<b>Transitional</b>	1080x810	--	\$25.00	--	--
<b>Sponsorship</b>	100x50	\$3.00	--	--	--

HIGH IMPACT DISPLAY

	Ad Specs	Home Page Weekday	Home Page Saturday or Sunday	Section Front Weekday	Section Front Saturday or Sunday
<b>Hero Flip</b>	1380x1380 Bleed Area and 768x768 Safe Area; Leave-Behind 800x40; Background 2560x1000	\$900	\$450	\$375	\$275
<b>IAB Billboard</b>	970x250/88x31	\$1,050	\$525	\$250	\$175
<b>Pushdown</b>	1320x743; Leave-Behind 800x40; Background 2560x1000	\$1,200	\$600	\$375	\$275
<b>Interactive Takeover</b>	1380x1380 Bleed Area and 768x768 Safe Area; Leave-Behind 800x40; Background 2560x1000	\$1,650	\$825	\$560	\$425
<b>Gravity</b>	Video + Overlay + Frame Leave-Behind 800x40; Background 2560x1000	\$2,500	\$2,500	--	--

Templates available for all high impact ads

	Ad Specs		News Section Weekday	News Section Saturday or Sunday
<b>Article with Rails</b>	(2) 150x615/300x250/100x30	--	\$500	\$375

Placement	Ad Specs	Placement	CPM
<b>Preroll with Companion Ad</b>	920x508 w/Companion 300x250	Video Players	\$40.00
<b>USAToday pre-roll</b>	920x508 4:3 or 16:9 aspect ratio	(geo-targeted)	\$23.00
<b>Photo Gallery Transitional</b>	300x250/600x405	Photo Galleries	\$16.00
<b>E-Newspaper: Tablet</b>	300x250	Article Pages	\$15.00
<b>E-Newspaper: Desktop Only</b>	728x90/300x250	Left Rail	\$20.00
<b>E-Newspaper: Apps</b>	320x50/300x250	Article Pages	\$15.00
<b>Email Newsletters: Top 5 Headlines</b>	300x250	100%SOV	\$35.00
<b>Email Newsletters: all other topics</b>	300x250	100% SOV	\$35.00

**Digital ad turn-around times for initial proof after all material is submitted:**

High impact/rich media: 5 business days  
 Standard display: 3 business days

## MOBILE OPPORTUNITIES

	Device	Ad Specs	CPM
<b>Banner</b>	iPad tablet app	180x430, 300x250 180x150	\$17.00
	Android tablet app	468x60	
	iPhone and Android app	320x50 300x250	
	Kindle Fire app	468x60	
	m.newspaper.com	300x250, 320x50	
	USATodaym.com	300x250/320x50	(geo-targeted) \$19.55
<b>Transitional</b>	iPad tablet app	Full Page Flex	\$25.00
	Android tablet app	Full Page Flex	
	iPhone and Android app	Full Page Flex	
	Kindle Fire app	Full Page Flex	
<b>Pre-roll</b>	iPad tablet app	16.9 aspect ratio	\$20.00
	Android tablet app	16.9 aspect ratio	
	iPhone and Android app	16.9 aspect ratio	
	Kindle Fire app	16.9 aspect ratio	
	m.newspaper.com	16:9 aspect ratio	
	USATodaym.com	16.9 aspect ratio	(geo-targeted) \$23.00
<b>Gallery Transitional</b>	iPad tablet app	Full Page Flex	\$20.00

## DIGITAL PREMIUMS

Premiums	Guidelines	Placement
Interest/Intent/Behavior	\$3 CPM	Targeting particular consumer behaviors, shopping intent targeting newspaper.com and USAToday.com
Geography	15%	Targeting on standard newspaper.com and Yahoo ! campaign
Age	15%	Targeting on standard newspaper.com and Yahoo ! campaign
Gender	15%	Targeting on standard newspaper.com and Yahoo ! campaign
Day parting	25%	Targeting based on time of day delivery
Frequency cap	25%	Ability to control the number of times your ad is delivered to a visitor in a 24 hour period
Roadblock	25%	100% share of voice (SOV) of all standard placements on a page during a predetermined period of time on newspaper.com
Above the fold	25%	Guaranteed above the fold (ATF) ad placement on newspaper.com
Rich Media	\$5 CPM	Enhanced creative functionality accompanied by robust performance metrics
Rich Media Development	Custom Quote	Advanced custom creative development, quotes available from GIADC (starting at \$1,500)

### Spend Level Discounts

\$7,500-\$10,000	5%	\$10,001-\$15,000	10%	\$15,001-\$25,000	15%	\$25,001-\$35,000	20%	\$35,001+	30%
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Total digital investment earns discount; Discount cannot be applied to Classified Ventures: Career Builder.com; G/O Digital Products or Video Production.

## VIDEO PRODUCTION SERVICES

Video Production Options	Rate	Description
Custom Video	\$975	Up to a 1 minute video includes music and professional voiceover; One hour on-site videographer and one client revision based on feedback
Custom Video with Interview	\$850	Up to a 1 minute video, includes music & audio recording (interview, testimonial, etc.); One hour on-site videographer and one client revision based on feedback
Custom video with Music	\$700	Up to a 1 minute video, includes music; One hour on-site videographer and one client revision based on feedback
Custom Montage	\$500	Up to a 1 minute video, includes voiceover and/or music; Photos Provided by Gannett (or Gannett's end client)
Google Maps Business View	\$895	360 degree virtual tour of a local business-special guidelines for shooting types of business
Aerial video	\$475	1 hour custom aerial footage, must be combines with a standard video package offering
Additional time on the Site	\$275/hour	
Additional rounds of editing	\$150/round	
Additional length to Final Video	\$150/minute	
Additional Video	\$350/video	From previously captured footage
Complete Raw Footage File Delivery	\$425/project	
Rush Order	\$425/occurrence	First version edited video delivered in fewer than 10 days from footage capture

## LOCAL NETWORK/AUDIENCE EXTENSION

Placements	Ad Specs	Yahoo.com				AdNetwork			Retargeting	
		Behavioral	Demo or Geo	ROY!	Section/Content	DMA/Geo	DMA/Geo +1**	Multiple*** (White Listing)	Site	Search
Leaderboard	728x90	\$12.00	\$8.00	\$6.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
LRG Rectangle	300x250	\$15.00	\$11.00	\$9.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Skyscraper	160x600	\$13.00	\$9.00	\$7.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Monster	300x600	\$18.00	\$15.00	\$12.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Half Banner	234x60	Custom	Custom	Custom	Custom					
Rectangle	180x150	Custom	Custom	Custom	Custom					
Native (all Screens)	Text/image responsive	\$6.00*	\$6.00*	\$6.00*		\$7.00	\$9.00			
FBX	Text/Image desktop only								\$7.00	
Mobile Geo Fencing	320x50; 300x250 120x20; 168x28 216x36; 468x60					\$17.00			\$17.00	
Mobile Banner	320x50; 300x250 120x20; 168x28 216x36; 468x60					\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Pre Roll	16:9 Aspect Ratio; 1080p or higher					\$20.00	\$25.00		\$20.00	\$25.00

\* Yahoo Native requires a \$2,500 per month investment

\*\* geo + 1 other targeting line, demo, BT, or Contextual | \*\*\* multiple targeting components: geo +2, include white listing