

LOOKOUT



www.lookoutnewspaper.com
new website, new ad rates

ADVERTISING RATES

Unit **Web Advertising**

With Masthead:

Top Banner..... \$500 a month
Little Box \$200 a month

Rotating Banner \$200 a month
Advertiser Quick Link \$150 a month

Downloadable PDF

Big Box \$100 a month

Real Estate:

Big Box \$50 a month

CREATIVE SPECIFICATIONS

Unit **In Pixels**

Top Banner..... 370w x 102h

Little Box 135w x 102h

Rotating Banner 670w x 120h

Advertiser Quick Link 108w x 120h

PDF Big Box..... 210w x 250h

Real Estate Big Box..... 210w x 250h

Build brand awareness, drive traffic to your website and extend your reach into the military community by running your ad campaign on lookoutnewspaper.com.

ADVERTISING GUIDELINES

All creative must be received at least 10 business days prior to the start date of the campaign for testing and implementation.

In compliance with Canadian privacy regulations, advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from website visitors. We reserve the right to suspend any creative that is deemed to negatively affect site performance or user experience.

Ad Submission

- Send all creative to your sales person
- Please include the destination URL (click thru)

General Ad Guidelines

- We cannot accept rich media at this time. This includes Java, JavaScript, HTML, DHTML, Flash or animated gifs.

Other **Great Advertising Opportunitites** To Reach The Military Community:

- newspaper advertising
- national advertising in 16 base newspapers
- arena sign boards in CFB Esquimalt's Wurtele Arena
- join the Military Discount Program
- advertise in the yearly Base Information Guide
- advertise in the quarterly Activity Guide

*For more information
call*

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