

## Online Pricing for 2011

NewportRI.com,  
NewportDailyNews.com,  
South County Independent,  
North ◦ East Independent

### Home Page

Above-the-Fold	
Leaderboard (728x90)	\$18 CPM*
Medium Rectangle (300x250)	\$18 CPM
Below-the-Fold	
Vertical Banner (120x240)	\$12 CPM
(not available on NewportRI.com)	

### Targeted Channels (for example, Tourism, Sports)

Above-the-Fold	
Leaderboard (728x90)	\$15 CPM
Skyscraper (160x600)	\$15 CPM
Below-the-Fold	
Vertical Banner (120x240)	\$10 CPM

### Run-of-Site

Above-the-Fold	
Leaderboard (728x90)	\$12 CPM
Skyscraper (160x600)	\$15 CPM
Below-the-Fold	
Vertical Banner (120x240)	\$ 8 CPM

### Rich Media

Pencil / Billboard Ads	\$35 CPM
Peel Back Ads	\$35 CPM

### Frequency Discounts:

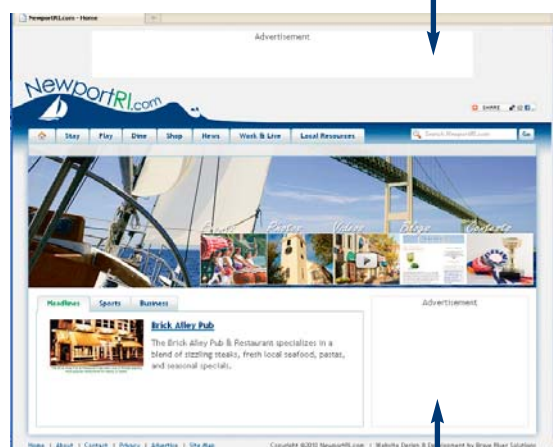
3 Month Agreement	6 Month Agreement	12 Month Agreement
<b>10% Discount</b>	<b>15% Discount</b>	<b>20% Discount</b>

\*CPM refers to Cost Per Thousand Impressions.

For example, 20,000 Home Page impressions per month at \$18 CPM would cost \$360 per month.

### HOME PAGE

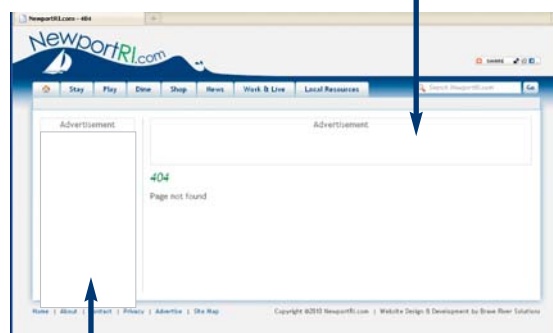
Leaderboard (728x90)



Medium Rectangle (300x250)

### INSIDE PAGES

Leaderboard (728x90)



Skyscraper (160x600)