

Standard Display

Name of Ad Size	Ad Size Specs	ROS CPM	Article Pages CPM	HP & Section Fronts CPM
Leaderboard	728x90	\$7.00	\$8.00	-
Medium Rectangle	300x250	\$8.00	\$10.00	\$10.00
Half Page	300x600	\$14.00	\$16.00	\$16.00
Transition	1080x810	-	\$25.00	-
Sponsorship	100x50 / 88x31	-	-	\$3.00
Blended Option 1	728x90 & 300x250	\$7.50	\$9.00	-
Blended Option 2	300x600, 728x90 & 300x250	\$9.75	\$11.50	-
Blended Option 3	300x600 & 300x250	\$11.00	\$13.00	\$13.00
Blended Option 4	728x90 & 300x600	\$10.50	\$12.00	-

Additional Display

Name of Ad Size	Ad Size Spec	Description	CPM
Pre-roll with Companion Ad	640x480, 16:9 Aspect Ratio	Video Player	\$40.00
Photo Gallery Transition	600x405	Photo Galleries	\$16.00
Photo Gallery Companion Ad	300x250	Photo Galleries	\$10.00
Email Newsletter Top 5 Headlines	300x250	100% SOV	\$35.00
Email Newsletter All Other Topics	300x250 or 160x600	100% SOV	\$35.00

Mobile Options

Name of Ad Size	Ad Size Spec	CPM	Placement
Mobile App	300x250	\$17.00	Section Fronts & Articles
Transition Mobile App	Multiple	\$25.00	Between Article Pages
Pre-Roll Mobile App	16:9 AR	\$20.00	Video Players
Mobile Site	320x50 & 300x250	\$17.00	All Pages, ATF & BTF
Pre-Roll Mobile Site	16:9 AR	\$20.00	Video Players
Mobile Site & App	320x50 & 300x250	\$17.00	Across all Screens & Apps
Mobile First Impression	300x250	\$3,500 / day	Served to ea. unique 1x
Mobile Pushdown	320x50 & 320x416	\$3,500 / day	Mobile Site Homepage
Mobile Gravity	Premium	\$5,000 / day	Mobile Site Homepage

Premium Display

Name of Ad Size	Ad Size Specs	Homepage Wkdy	Homepage Wknd	Section Front Wkdy	Section Front Wknd	All Section Fronts
Gravity	2560x1000 / 1008x1065	\$15,000	\$10,000	-	-	-
Hero Flip	1380x1380 / 768x768	\$7,000	\$4,000	\$800	\$600	\$8,750
IAB Billboard	970x250	\$8,000	\$4,500	\$600	\$400	\$5,500
Pushdown	2560x1000 / 1320x743	\$9,000	\$5,000	\$750	\$600	\$7,500
Interactive Takeover	1380x1380 / 768x768	\$12,000	\$7,000	\$1,500	\$1,200	\$12,000
Article Rails	(2)-150x615, 100x30 & 300x250	Custom	Custom	Custom	Custom	Custom

High impact placements include a rich media premium for creative execution. High Impact campaigns should be sold as 1-day sponsorships/roadblocks and are not eligible for targeting layers such as geo or demo. Ad units should be priced per day (CPD). The CPD can be derived by obtaining avg. impression avails Monday-Friday and Saturday & Sunday and developing a flat fee using the base CPM rates for the placement on a Weekday and Saturday or Sunday. When developing your CPD rates, if impression amounts are very low, especially for section fronts, consider if the placement will provide enough exposure and achieve optimum client expectations/goals. The Article with Rails position can be delivered on all site article pages or by specific section. It will not deliver to fronts, photo galleries or video pages in a given section. It is recommended to custom price this placement as requested.

JSOnline Targeting Options

Name of Ad Size	Ad Size Specs	Description
Interest	+\$3.00 CPM	Targeting consumer behavior and / or intent
Geography	+15% Premium	Targeting to a specific geographical location
Gender	+15% Premium	Targeting to either men or women
Age	+15% Premium	Targeting to a specific age group or range
Day - Parting	+25% Premium	Targeting based on the time of day delivery
Frequency Cap	+25% Premium	Controlling the frequency of consumer views of ad
Sponsorship	+25% Premium	100% SOV of all standard placements on page
Rich Media	+\$5.00	Enhanced creative functionality & robust metrics
Rich Media Development	Custom	Advanced custom development
Above the Fold (ATF) Only	+25% Premium	Guaranteed above the fold ad placement

Spend Level Discounts

\$15,000 - \$25,000 = 5% \$25,001 - \$50,000 = 10% \$50,001 - \$75,000 = 15% \$75,001 - \$100,000 = 20% \$100,000 < = 30%

Total digital display investment earns discounts; Discount cannot be applied to Classified advertising or any digital services.

Rates are subject to change based on inventory availability.

Audience Extension

Placements	Yahoo.com				Ad Exchange			Retargeting	
	Behavioral	Demo OR Geo	ROY!	Section Content & Search Retargeting	DMA / Geo	DMA / Geo +1	Multiple (white list)	Site	Search
728x90 - Leaderboard	\$12.00	\$8.00	\$6.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
300x250 - Large Rectangle	\$15.00	\$11.00	\$9.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
160x600 - Skyscraper	\$13.00	\$9.00	\$7.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
300x600 - Half Page Banner	\$18.00	\$15.00	\$12.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
970x250 - Billboard	-	-	-	-	\$20.00	\$25.00	\$30.00	\$25.00	\$25.00
320x50 & 300x250 - Mobile	-	-	-	-	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
300x250 & 300x250 - Mobile Geo	-	-	-	-	\$17.00	-	-	-	-
Native (all screens)*	\$6.00	\$6.00	\$6.00	-	\$7.00	\$9.00	-	-	-
Pre Roll Video	-	-	-	-	\$25.00	\$30.00	\$36.00	\$25.00	\$30.00
234x60 - Half Banner	Custom	Custom	Custom	Custom	-	-	-	-	-
180x150 Rectangle	Custom	Custom	Custom	Custom	-	-	-	-	-
FBX - Text / image right rail feed	-	-	-	-	-	-	-	\$7.00	-

- Ad exchange or retargeting minimum of \$500 per month requirement and must be accompanied by a premium (Yahoo.com or JSOnline.com) campaign of equal or greater value.
- IAB Billboard should be ordered as a static execution for scalability reasons. Other audience extension standard ad placement s should be ordered with the Billboard. These will be ordered as two separate line items and budgets in OrderhHub.
- 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 listings.

Video Services

Video Services	Rate	Description
Custom Video w/ Voice Over	\$975.00	1 minute video, music, voiceover - 1 hour onsite videographer and 1 client revision.
Custom Video w/ Interview	\$850.00	1 minute video, music & audio (interview, testimonial, etc. - 1 hour onsite videographer and 1 revision.
Custom Video w/ Music	\$700.00	1 minute video, music - 1 hour onsite videographer and one client revision.
Custom Montage	\$500.00	1 minute video, voiceover and / or music - Photos provided by MJS
Google Maps Business View	\$895.00	360 degree virtual tour of local business - Some exclusions apply - see guidelines for details.

+Additional Video Services

Additional Video Services	Rate	Description
Aerial Video	\$475.00	1 hour of customer aerial footage, must be combined with standard video package offering
Additional Time on Site	\$275 / hr.	Additional time spent with videographer for more support, footage or delaying by client.
Additional Editing	\$150/ round	Additional rounds of editing after the 1 st round of final editing to original video footage
Additional Length to Video	\$150 / min.	Extension of time to original video footage
Additional Video	\$350 / video	From previously captured footage
Raw Footage File Delivery	\$425 project	-
Rush Order	\$425 / x	First version of edited video delivered in fewer than 10 days from footage capture.

USA Today

Video Services	CPM
300x250 - Large Rectangle	\$9.20
300x600 - Half Page Banner	\$12.07
300x600 & 300x250	\$10.64
Desktop Pre-Roll	\$23.00
300x250 & 320x50 - Mobile	\$19.55
Mobile Pre-Roll	\$23.00

E-Newspaper

Ad Sizes	CPM	Placement
300x250 & 320x50 - Apps	\$15.00	Article Pages
300x250 BTF - Desktop & Mobile Web	\$15.00	Article Pages
728x90 ATF - Desktop	\$15.00	Article Pages
160x600 - Desktop	\$20.00	Left Rail