

# Web Advertisement Rates 2021

Our web advertising is displayed on our news websites with over **20,000 pages** of brand new articles and archives of past stories. Our websites include [www.waynedalenews.com](http://www.waynedalenews.com), [www.fort-wayne-news.com](http://www.fort-wayne-news.com), as well as [www.waynedale.com](http://www.waynedale.com). We continue to add to the features and pages on a weekly basis, improving usability, speed and content. The websites receive **25,000 monthly views** and growing every month! The average visitor lives in Fort Wayne or the surrounding area, browses the website for 16 minutes and reads 7 pages. Many visitors enjoy free access to all of the websites in addition to the printed copy of *The Waynedale Newspaper*.

## BANNER ADVERTISEMENTS

A Banner is an advertisement located on the news webpage. Banners feature your business and allow a visitor to click on the ad that links to your website or webpage. All Banners are cycled together, so your Banner advertisement will show, on average, at least once for every 4 pages visited. Banner advertisements must be designed to:

400 x 200 pixels (can be animated if file size is under 50kb)

\$150 per month (no contract)  
 \$125 per month (3 month contract)  
 \$75 per month (12 month contract)

Website Wrap Ad  
 1414 x 572 pixels



## WEBSITE WRAP ADVERTISEMENTS

Website Wrap advertisements are constantly displayed across the screen, spanning on top and both sides of the website. Website Wrap advertisements are cycled with other advertisements on the home page and featured news section. Your ad will become the sole background of the webpage in your desired section(s).

Website Wrap advertisements must be designed to:

1750 x 750 pixels (with 1200 x 750 pixel center void)

Each Section of [www.thewaynedalenews.com](http://www.thewaynedalenews.com)

\$400 per month (no contract)  
 \$300 per month (3 month contract)  
 \$200 per month (12 month contract)



Banner Ad  
 400 x 200 pixels

## MEDIA E-MAIL SEND

We'll send an email on your behalf to all of the area media. Our media list is a collection of 500+ e-mail addresses in the local media (radio, community calendars, newspapers and local television news) within a 40-mile radius of Fort Wayne. The email can contain a press release, announcement or any other information that you want to provide to the local media to promote your business or event. The e-mails are formatted to look like they are sent from your e-mail address, so when the recipient of the e-mail responds, the response goes directly to you, so you can follow up with them directly.

\$50 per media list sent (no contract)  
 \$30 per media list sent (contract of 6 times in one year)

**The WAYNE DALE NEWS**.COM  
 2505 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809  
 AD DEPT. (260) 747-5529 • SALES.WAYNE DALENEWS.COM



## NEED A WEB NERD?

Our sales staff and designers can help you! Please contact a sales representative with any questions and we will be sure to simplify the process or price for you.