



Welcome to PalmBeachDailyNews.com

Online Advertising

If it's happening in Palm Beach, you can view it online at PalmBeachDailyNews.com.

PalmBeachDailyNews.com is the most comprehensive online source for news about Palm Beach with local headlines, special sections, web extras, polls, blogs, society photos as well as social, fashion and arts calendars — plus much more!

• A recent survey shows approximately one-quarter of all “Shiny Sheet” readers have visited the Palm Beach Daily News website.*

• In 2007, monthly unique visitors averaged 49,100, and monthly page views averaged 292,000.** Since then our page views have been increasing on a monthly basis.

PalmBeachDailyNews.com now offers advertising packages to deliver your message online.

Designed to meet your advertising needs, three packages are available to choose from. Each package is designed to appear **Run of Site** and **Package 1** and **2** offer designated home page impressions. Each package requires a minimum of a three month contract however six month contracts are available with a 10% discount incentive.

PACKAGE #1 **65,000 Total Impressions** with 6,500 targeted to the home page.
\$1,900 per month

Ad Unit	Ad Size	Total Impressions	CPM	Total Monthly Value
Leaderboard	728 x 90	25,000	\$20	\$500
Big Box	300 x 250	20,000	\$30	\$600
Magazine	300 x 600	20,000	\$40	\$800

PACKAGE #2 **35,000 Total Impressions** with 1,750 targeted to the home page.
\$1,000 per month

Ad Unit	Ad Size	Total Impressions	CPM	Total Monthly Value
Leaderboard	728 x 90	15,000	\$20	\$300
Big Box	300 x 250	10,000	\$30	\$300
Magazine	300 x 600	10,000	\$40	\$400

PACKAGE #3 **20,000 Total Impressions** - ROS only.
\$500 per month

Ad Unit	Ad Size	Total Impressions	CPM	Total Monthly Value
Leaderboard	728 x 90	10,000	\$20	\$200
Big Box	300 x 250	10,000	\$30	\$300

* Source : Palm Beach Daily News Readership Study, June 2007, Profile Marketing Research, Inc.

**Omniure Site Catalyst, January-December 2007. Site Catalyst Monthly Unique Visitors numbers attempt to quantify unduplicated audience from all geographies and access points (home, work, school, etc.). This metric may be affected by several external factors including deleting cookies, sharing computers and visiting the site from multiple locations during the reporting period.