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Header  
Leaderboard  
728 x 90

Size	*Imp./mo.	Per Mo.	12 Mo.
Header	38,000	\$249/mo.	\$199/mo.
Category	38,000	\$199/mo.	\$159/mo.
Sidebar	25,000	\$99/mo.	\$79/mo.

\* Approx. impressions per. mo.

Category  
Leaderboard  
728 x 90

Sidebar  
Banner  
300 x 250

\*Impressions refer to the number of times a visitor sees a specific element of a page - usually an advertisement. Each time a person loads a page, and the ad pops up, it counts as one **impression**. \*Impressions are the average delivered monthly and will vary based on monthly visitors and audience. Number of Impressions are not guaranteed.

# WESTSIDENEWSNY.COM ADVERTISING

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