

DIGITAL & SOCIAL MEDIA

CAPITALPRESS.COM BANNER ADS

Run of Site Sizes: 300x250,
320x50 & 970x90

Premium Sizes: 300x600 and
970x250

Homepage Takeover: 300x250,
300x600, 320x50, 970x90 and
970x250 sizes.

Half-page ad: 300x600 px

Leaderboard: 728x90 px

Medium Rectangle ad: 300x250 px

Mobile Banner: 320x50 px

Billboard ad: 970x250 px

Section Fronts: One Day-\$175
Three Days-\$350

Homepage Takeover:
One Day-\$200 Three Days-\$400

AUCTION CALENDAR LISTINGS

Listing in our weekly Auction email newsletter and included on the online auction calendar. **\$22/week**

AUCTION CALENDAR SPONSOR

320x50 and 970x90 banner ad size anchored at the top of the page. **\$50/week**

E-BLAST MARKETING

- Choose a deliver date.
- Submit material to your sales representative.

COST = \$40.00/M

TOTAL AUDIENCE: \$325

ALL OTHER AG SEGMENTS = \$25 Cost/M

AG SEGMENT: AUCTIONS \$175

	RUN OF SITE	PREMIUM
OPEN RATE	\$12.00	\$15.00
3 MONTHS	\$10.80	\$13.50
6 MONTHS	\$10.20	\$12.75
9 MONTHS	\$9.60	\$12.00
12 MONTHS	\$9.00	\$11.25

EMAIL NEWSLETTER BANNER ADS

ad size = 300x250 pixels

DAILY SUBSCRIBER UPDATE **\$250/week**

Delivers once per day, M-F

WEEKLY AUCTION UPDATE **\$125/week**

Delivers Friday at 12:30PM.

WEEKLY TOPICS UPDATE **\$75 ea./week**

Livestock, Dairy, Idaho, California

Delivers once per week, varied days/times.

FACEBOOK POST \$25/post

Your business message and up to 4 photos posted to the Capital Press Facebook Page, potentially reaching over 22K followers. Limit one post per week.

RECRUITING PACKAGES

Post one or more job openings on our regional job board and we will cross post it to the major job search websites, veterans, college, diversity and social network job boards. Contact us for package pricing and details.



MULTI-CHANNEL TARGETED MARKETING

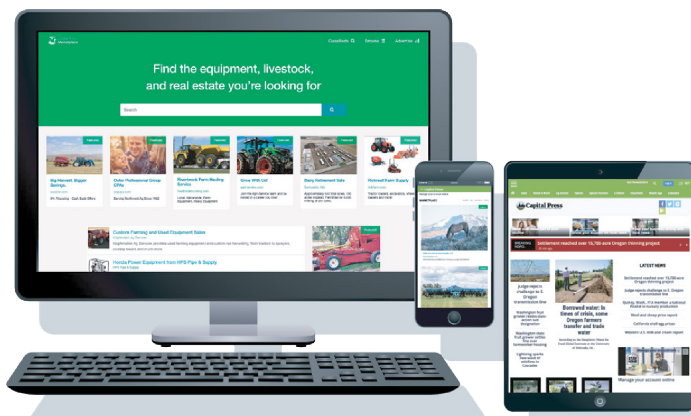
MULTI-CHANNEL TARGETED MARKETING

- ⊗ LOCATION
- ⊗ DEMOGRAPHICS
- ⊗ BEHAVIOR & INTERESTS
- ⊗ SITE & SEARCH RE-TARGETING
- ⊗ CATEGORY & CONTEXT

➔ **NEED WEB TRAFFIC OR FOOT TRAFFIC? WE CAN HELP YOU DRIVE IT**
with one or more of the following targeted marketing channels & products:

- Targeted Display (Programmatic)
- Mobile Location Targeting (Geofencing)
- Social Media Campaign Management
- Pre-Roll Video
- Streaming Connected TV/OTT
- YouTube TrueView
- Video Asset Creation Services
- Streaming Audio
- Google Search PPC (Pay-Per-Click)
- Call Tracking
- Websites & Landing Pages
- Targeted Email Blasts
- Direct Mail Re-targeting
- Branded Content/Brand Storytelling
- Contest, Quiz, and Poll management

➔ **PACKAGES STARTING AT \$500/month**



TARGETED DIRECT MAIL

