

World Online Ad Rates

LJWorld.com	LJWORLD.COM
Story inline 58,500 avg. impressions per month	\$550/mo.
Story Footer 50,500 avg. impressions per month	\$300/mo.
Global Ad (Front Page) 76,500 avg. impressions per month	\$700/mo.
Global Ad (Inside Page Right Rail) 100,500 avg. impressions per month	
▶ Top Right	\$400/mo.
▶ Bottom Right	\$300/mo.

Lawrence.com	LAWRENCE.COM
Story inline	\$200/mo.
Global Ad (Run of Site)	\$800/mo.

HometownLawrence.com	hometown Lawrence
Story inline	\$200/mo.

KUSports.com	Kusports.com
Story inline	\$400/mo.
Next Game Offer	\$600/mo.
Right Rail Graphic	\$500/mo.
Global Ad (Site Header)	\$800/mo.
Section Sponsorships	
▶ Monthly Sponsorships	
Archives	\$500/mo.
Schedule	\$200/mo.
Internet Enhanced	\$200/mo.
Photo Galleries	\$1,000/mo.
Roster/Stats/Recruiting	\$200/mo.
Video/Audio	\$500/mo.
Multimedia	\$200/mo.
▶ Season Specific Sponsorships (once a year investment)	
Late Night (Basketball only)	\$500
NCAA Tournament Section (Basketball)	\$1,000
Bowl Game Section (Football)	\$500
Whack Woodling (Football)	\$500
Parking & Partying (Football)	\$200
Site Sponsor	\$2,000/mo.
Site Co-sponsor (Currently Unavailable)	\$1,000/mo.

Lawrence.com Fiber/Cyber Ad Rates

Fiber/Cyber Rates

Fiber/Cyber rates include a print ad in the print edition with an online equivalent on the website. Ads appear online as text or graphic ads according to the criteria on the right, with a link to the full print ad viewable online.

Lawrence.com Fiber/Cyber Rates

Ad Size	Col. Inches	Open Rate	6 issues Non-Contract	12 issues Non-contract	Annual Contract*	1 Color	Full Color
Full Page	60	\$475	\$450	\$400	\$350	+\$75	+\$125
1/2 Page	30	\$275	\$250	\$215	\$190	+\$50	+\$95
1/4 Page	15	\$175	\$150	\$120	\$100	+\$50	+\$95
1/8 Page	8	\$110	\$95	\$70	\$55	+\$50	+\$95

Full page inches: 60

*Annual agreement minimum frequency in one year = 24 issues.

Full run inserts in the Lawrence.com print edition only are available at a flat fee of \$350 for any size up to an 8 page tab.

Fiber/Cyber Online Ad Criteria

All Fiber/Cyber ads receive a text ad on the This Weeks' Ads page and in rotation in the Deals and Coupons position. Deals and Coupons text ads rotate randomly every two minutes and appear four at a time in the bottom right of every page on the site.

Ads with a contract receive everything listed above and a text ad in rotation in the Story Inline position. Story inline text ads rotate randomly every two minutes and appear two at a time in every story page on the site.

Ads with a contract OR at least a quarter page print ad receive everything listed above and a graphic ad (245x90px) in rotation at the top of the Deals and Coupons position (above the text ads). Deals and Coupons graphic ads rotate randomly every page load and appear one at a time in the bottom right of every page on the site. Deals and Coupons graphic ads may be linked directly to the advertiser's website upon request.

Ads with a contract AND at least a quarter page print ad receive everything listed above and an inline graphic ad (145x270px) in the Story inline position. Story Inline graphic ads rotate randomly every page load and appear one at a time in every story page on the site. Story inline graphic ads may be linked directly to the advertiser's website at the advertiser's request.

Ads with a contract AND a full-page full-color print ad receive everything listed above and a rich media ad (Flash, 240x140px) in the Global ad position. Global ads appear directly below the daily lead content on the front page of the site, and on top right of every page in the site.

Hometown Lawrence Agent Packages

Basic Package

▶ **Photo and bio** with all listings (up to two updates per year).

Option One (3-month minimum) **\$10/mo.**

Option Two (1-year prepaid or \$60) **\$5/mo.**

Note: Current MLS listings are downloaded each night to Hometown Lawrence. Any change made to the MLS listings will be pulled over the next day. If a critical change needs to be made to any MLS listing on the Hometown Lawrence web site, you may call John Van Sichel at 832-7273. The same change must be made to the MLS listing as well or the Hometown information will revert to the current MLS information the next day.

Marketing Package

▶ **Photo and bio** with all listings (up to two updates per year).

▶ **Banner ad** rotating on home page, bottom of articles and all search results pages.*

Option One (3-month minimum) **\$30/mo.**

Option Two (12-month commitment) **\$25/mo.**

*Ad will rotate equally with up to 40 other agents (approx. 5,000 to 6,000 views/month). Number of agents in rotation will expand as page views increase with new traffic-building features. One ad produced per year, additional charges are \$25 per change.

World Online Production Specs

LJWorld.com, Lawrence.com, HometownLawrence.com

LJWORLD.COM

LJWorld.com Production Specs

Position	Dimensions	Maximum File Size	Animation	Flash	3rd Party Production	Target Inventory	Notes
Story Inline	145x380	20K	Up to 30 seconds	No	Yes	10	
Story Footer	468x100	15K	Up to 30 seconds	No	Yes	8	
Global Ad (Front)	245x140	25K	Up to 30 seconds	Yes	Yes	10	Minimum run-length 3 months.
Global Ad (Inside)	245x140	25K	Up to 30 seconds	Yes	Yes	15	Minimum run-length 3 months.

Lawrence.com Production Specs

LAWRENCE.COM

Position	Dimensions	Maximum File Size	Animation	Flash	3rd Party Production	Target Inventory	Notes
Deals & Coupons Text Ad	Max 100 characters (including advertiser name).	n/a	Static	No	No	20	Not available online-only.
Deals & Coupons Graphic Ad	245x90	15K	Static	No	No	10	Not available online-only.
Story Inline Text Ad	Max 100 characters (including advertiser name).	n/a	Static	No	No	10	Not available online-only.
Story Inline Graphic Ad	145x270	20K	Up to 30 seconds	No	Yes	5	
Global Ad	245x140	25K	Up to 30 seconds	Yes	Yes	3	

hometown
Lawrence

HometownLawrence.com Production Specs

Position	Dimensions	Maximum File Size	Animation	Flash	3rd Party Production	Target Inventory	Notes
Story Inline	145x380	20K	Up to 30 seconds	No	Yes	10	

World Online Production Specs

KUSports.com



KUSports.com Production Specs

Position	Dimensions	Maximum File Size	Animation	Flash	3rd Party Production	Target Inventory	Notes
Global Ad (Header)	245x140	20K	Up to 30 seconds	Yes	No	3	
Story Inline	145x380	20K	Up to 30 seconds	Yes	Yes	10	
Next Game Offer	230x36	5K	Static	No	No	2	
Right Rail Graphic	230x60	10K	Up to 30 seconds	No	Yes	6	2 positions available.
Section Sponsorship	130x20	NA	Static	No	No	1 per available section	
Site Sponsorship	130x40	NA	Static	No	No	1	

Rules & Guidelines

Appearance Guidelines

Animation

Animation of any kind may run for a maximum of 30 seconds. This includes animations such as flashing buttons and small icons.

Animation may not be spawned from an ad that exceeds or exists outside the dimensions of the original ad unit. This includes popups and overlays.

Sound

No sound effects or audio of any kind are accepted in any ad positions.

Clicking to Other Web Sites

All clicks that load a new Web page must open that page in the existing browser window using the target="_parent" attribute.

A click-thru may not launch a new browser window.

Any click-thru included with an ad must take users to the Web site of the advertiser who purchased the ad unless the advertiser has provided written permission from another site to link to them with their advertising.

Mouse-over interaction cannot link a user to a new Web site.

Deceptive Functionality

All functionality visually indicated within ads must be working and not designed to deceive. Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.

Creative Submission

All ads must be submitted to World Online for approval. Third-party served ads or ads relying on third-party served code will not be accepted.

Ads for new campaigns or mid-campaign changes should be provided for testing & review according to normal lead time requirements: 3 business days for standard ads and 5 business days for rich media/Flash.

Exceptions to any of these guidelines may be made at the discretion of World Online.

Content Guidelines

On a case-by-case basis, World Online may require that the advertiser's name appear on the ad unit.

World Online will not accept:

- › General Advertisements that contain fraudulent, deceptive or misleading statements or illustrations. Attacks of a personal nature. Advertisements that are overly competitive or that refer abusively to the goods or services of others.
- › Offensive to Good Taste - Indecent, vulgar, suggestive or other advertising that, in the opinion of World Online, may be offensive to good taste.
- › Discrimination Advertisements that fail to comply with the express requirements of federal and state laws.
- › Investments Advertisements that do not comply with applicable federal, state and local laws and regulations.
- › Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted.
- › Tobacco Advertisements for cigarettes and other tobacco products.
- › Occult Pursuits Advertisements for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides or when the emphasis is on amusement rather than serious interpretation.
- › Endangered Species Advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.
- › Online Gaming Advertisements promoting online gaming or wagering sites.

Rules & Guidelines

continued

Technical Guidelines

Links

All ads should be coded so that click-thrus launch a new browser window using target="_parent".

Images

Images are accepted in GIF or JPEG format.

HTML Formatting

World Online reserves the right to modify any submitted HTML code.

- › code should be submitted without HTML, TITLE, HEAD or BODY tags
- › all HTML attributes must be properly double-quoted
- › all tags should be correctly nested
- › nested tables should be no more than four levels deep
- › there is no capability to track clicks through forms

Flash Specifications

All Flash ads need to have a clicktag encoded rather than a hard coded link

```
on (release) {  
    getURL(clickTAG,"_parent");  
}
```

A default GIF must be submitted for visitors without Flash or JavaScript. Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you either provide all required fonts in Macintosh TrueType or Type 1 format, or ensure all internal text is flattened/broken (this option prevents the editing of text).

Plugins

Flash is the only accepted plugin format. No ad can prompt the download of a plugin, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.