

# Digital Advertising 2025

## Display/Banner Ads

### SIZES:

#### BILLBOARD

970 x 250 px

#### LEADERBOARD

728 x 90 px

#### MOBILE LEADERBOARD

320 x 50 px

#### HALFPAGE

300 x 600 px

#### MEDIUM RECTANGLE

300 x 250 px

- \$15 CPM (Cost per mille/1,000 impressions)
- Minimum purchase is 40,000 impressions. Bulk rates available.
- **Print advertisers are eligible for a 50% discount off digital rates.**
- All sizes in rotation.
- Banner ads may be submitted in .png, .jpg, etc., 72 DPI RGB with a link.
- Digital ads may be reserved and purchased at any time if inventory is available.

HALFPAGE

BILLBOARD

LEADERBOARD

MOBILE

MEDIUM  
RECTANGLE

Graphics are not actual size

### Contact PN

630.369.8447

ideas@positivelynaperville.com

www.positivelynaperville.com

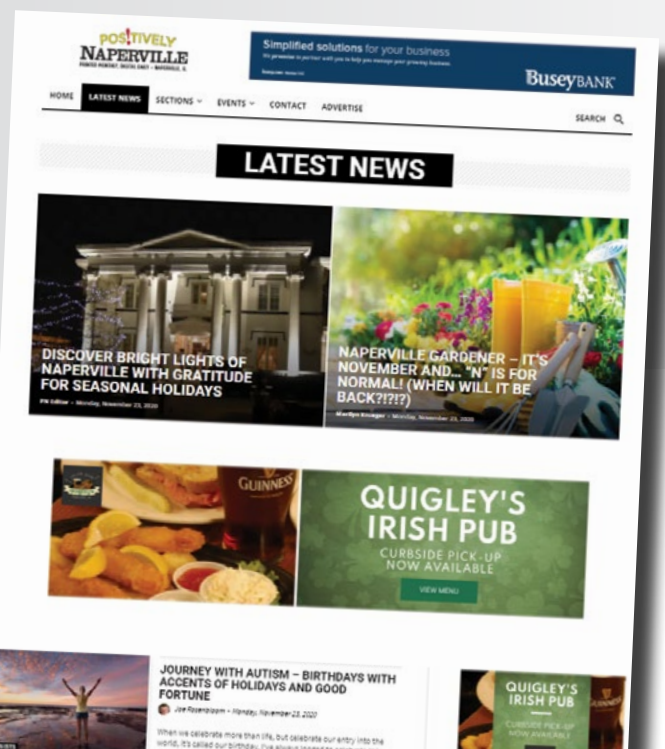
### Mailing Address:

Positively Naperville

1421 Sequoia Rd.

Naperville, IL 60540

Dec2024a



# E-Newsletter 2025

## CALLED THE DAILY SQUARE-SCOOP

PN's E-Newsletter delivered via email to thousands of local readers several times per week with the latest news and community updates.

### BILLBOARD

970 x 250 px

### COST

\$250/week

## DEDICATED E-BLAST WITH FLYER

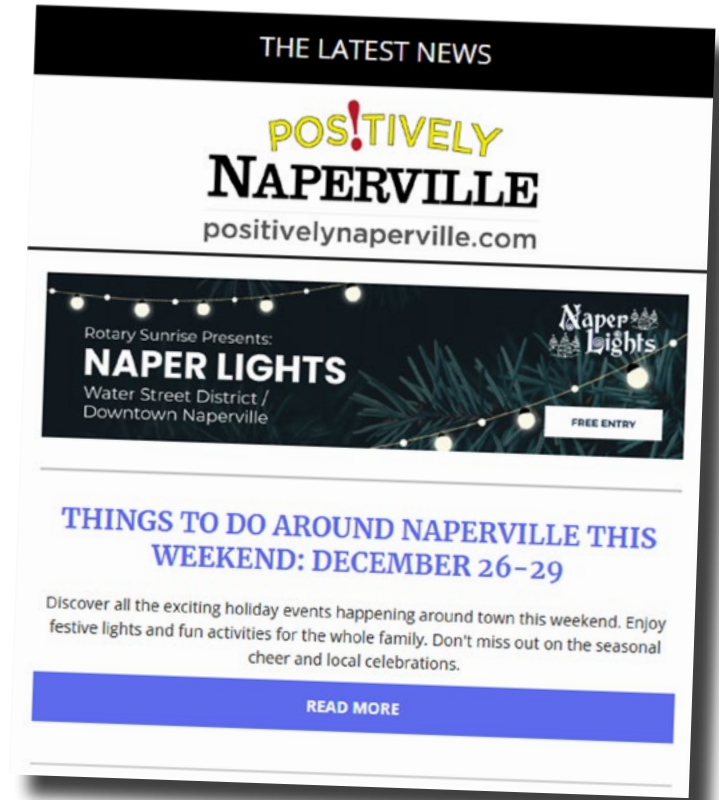
### SIZE

8.5 wide x 11 tall

### COST

\$595 each or two for \$1,095.

Files may be submitted in .png, .jpg, etc., 72 DPI RGB with a link.



# Sponsored Online Posts 2025

## SPONSORED ONLINE POSTS AT WWW.POSITIVELYNAEPVILLE.COM

Sponsored online posts are 300-400 word articles and include up-to 5 links accompanied with an image. \$250 each or three for \$700.

## SPONSORED ONLINE POSTS WITH LINKS AND DEDICATED EMAIL BLAST

\$595 each or two for \$1,095.

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40,000+

ONLINE MONTHLY USERS

3,500+

EMAIL SUBSCRIBERS

- PN reserves the right to edit ads for content and formatting; and place stoppage of ads without notification.
- Payment must be received in full prior to launch.
- All digital placements, posts and e-blasts must be booked at least 3 business days in advance.