

theWeek.

Internet Advertising Rates 2008

The Week has redesigned their website to be the most comprehensive sight about Walworth County. Visitors to the website will find a variety of useful tools including:

- Daily Walworth County news headlines
- Daily calendar of events updates
- The Guide – A complete listing of where to stay, where to eat, golf, recreation and resources including links to local Chambers of Commerce and Visitors Bureaus, boating & fishing regulations and more.
- Breaking news, news, music and movie blogs
- Quick link to area movie theatre schedules
- Classifieds, obituaries...and so much more

The Week's rates for web advertising are based on the number of average visitors during the month of each quarter. Advertisers only pay for the audience *The Week* produces as a cost per one thousand visitors.

- Average Number of monthly visitors in 1st quarter 2007: 12,865 As of 3/31 for contracts signed 4/1-6/30, 2007
- Average Number of **UNIQUE*** visitors in 2nd quarter 2007: 10,660 As of 7/1 for contracts signed 7/1-9/30, 2007
- Average Number of **UNIQUE*** visitors in 3rd quarter 2007: 14,037** As of 10/1 for contracts signed 10/1-12/31, 2007
- Average Number of **UNIQUE*** visitors in 4th quarter 2007: 11,792 As of 12/31, 2007 for contracts signed 1/1-3/31, 2008

Size	Monthly advertising	6-month contract	1-year contract
Banner	\$353.76 per mos.....	\$235.84 per mos.....	\$176.88 per mos.
Monthly \$30/m	<i>Banners rotate on the top of each page throughout The Week's website.</i>		
6-Month \$20/m	Size: 468 pixels x 60 pixels Max: 25kb with up to 3 animation loops		
1-Year \$15/m			
Box	\$294.80 per mos.....	\$176.88 per mos.....	\$117.92 per mos.
Monthly \$25/m	<i>Boxes rotate on the right rail of each page throughout The Week's website.</i>		
6-Month \$15/m	Size: 120 pixels x 120 pixels Max: 20kb with up to 3 animation loops		
1-Year \$10/m			
Link	NA	\$94.34 per mos.....	\$58.96 per mos.
6-Month \$8/m	<i>Businesses with links in The Guide will be moved to the top of the list in their category.</i>		
1-Year \$5/m			

Choose 2 of the above, SAVE 5%

Choose 3 of the above, SAVE 10%

SAVE 50% WHEN YOU COMBINE PRINT ADVERTISING WITH ONLINE ADVERTISING!

Other creative web opportunities are available. Talk to your Sales & Marketing Representative today.

* A Unique Visitor may have more than one session during the Date Range, but is only counted once for the current Date Range. This system of tracking was implemented on *The Week's* website in March 2007.

**Actual number was 28,073 and amount was further averaged because of one viral event in September that drew over 45,000 visitors in a single day.

What Walworth County reads in print & online.

Walworth County Publishing, LLC • 1436 Mound Road • PO Box 366 • Delavan, Wisconsin 53115-0366
Phone: 262-728-5505 or 800-515-6397 • Fax: 262-728-5706
Web site: www.theweekextra.com

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