



philadelphia weekly

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ONLINE RATE PACKAGE 2008

philadelphiaweekly.com

WEB RATES(ROS)	Leader Board & Impressions	Skyscraper
25k – 49k	Rectangle \$11.00	\$14.00
50k – 100k	\$10.00	\$13.00
101k – 250k	\$9.00	\$12.00

Net rates per thousand impressions (monthly). Rates are non-commissionable. Specialized packages available upon request.



AD DIMENSIONS: Leader Board: 728 x 90 Skyscraper: 160 x 600 Rectangle: 300 x 250

MECHANICALS: JPG, GIF and SWF (Flash) file formats only.

The size of the file should be kept under 90k.

Average of 300,000 unique visitors per month\* Average of 650,000 page views per month\* \*Web statistics are generated by Google Analytics.

pw eNewsletter

Loyal readers get it first with the PW eNewsletter. Fresh editorial content, the best contests and early access to real estate listings are delivered to their inbox every Tuesday evening before the paper hits the streets on Wednesday.

RATES: \$250 per week, \$325 for premium position

DIMENSIONS: 468 x 60

MECHANICALS: JPG and GIF file formats only.

The size of the file should be kept under 50k.



pw blogs

Connect with the savvy, young consumer through PW's blogs (philadelphia will do and the trouble with spikol)

RATES: \$250 per week

DIMENSIONS: 150x300

MECHANICALS: JPG, GIF and SWF (Flash) file formats only.

The size of the file should be kept under 90k.

Email artwork to your Account Executive. Samples are available for each segment.

DEADLINE: All insertion orders and web material are due on Fridays at 5PM.





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February Homepage views: 43,435  
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