

#### WEBSITE ADVERTISING ON WWW.ARCAMAX.COM

Since 1999, ArcaMax.com has grown to become one of the premier content sites on the internet.

As you visit our site, you'll come across hundreds of well-branded, nationally-known syndicated features that run the gamut from popular comic strips (including **Garfield, Peanuts** and **Dilbert**), to popular social and political columnists, to financial, home and lifestyle features and videos.

So... our quality content **PLUS** an attractive, modern website design and layout provide a better user experience for our readers, as well as superior results for our advertisers.

ArcaMax desktop and tablet-viewed website pages contain only **TWO** Display Ad Slots, and both are 'above-the-fold' (see details below); this improves viewability for your ad and helps fight against the 'ad blindness' suffered on so many other websites. ArcaMax Mobile (Smartphone) pages have differing ad slots, depending upon content type (see details below).

We also have Native Advertising available, if you wish to take advantage of this exciting "new" type of advertising placement.

Your ArcaMax.com display campaign may be targeted to **DESKTOP**, **TABLET** and/or **MOBILE** users.

Per Google Analytics\*, here are our approximate daily pageview counts:

- --190,000 Desktop
- --80,000 Mobile
- --60,000 **Tablet**

Want to know a little more about our audience? You can find a good overview of our user demographic profile in our **Quantcast** Analysis: <a href="https://www.quantcast.com/arcamax.com">https://www.quantcast.com/arcamax.com</a>

Now, please read on carefully for the complete picture on our new placement options! (Note: options and rates are effective January 1, 2017 and supersede our previous media kit info).

**A: Editorial Display** 

**B: Editorial Native** 

C: Comics Display & Native

D: Mobile

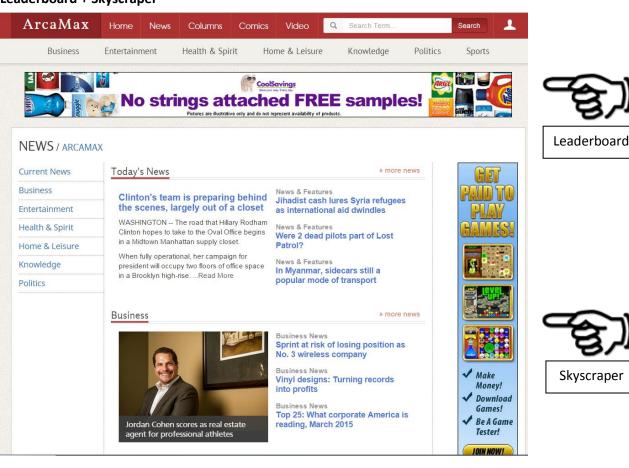
E: Rates & Specs

<sup>\*</sup>Figures for February, 2017.

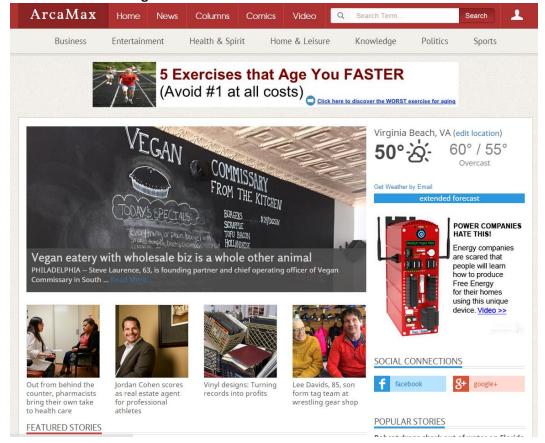
# **A: Editorial Display**

# **DESKTOP & TABLET AD SLOT LOCATIONS**

## Leaderboard + Skyscraper



## Leaderboard + Rectangle





Leaderboard



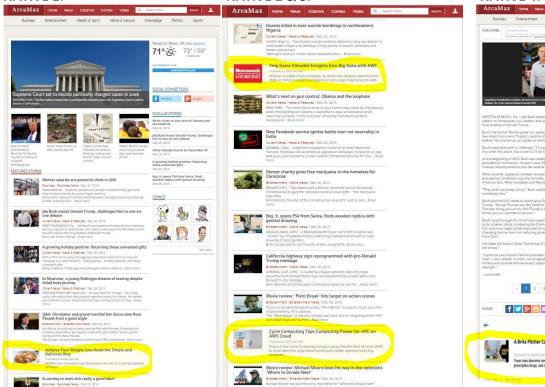
Rectangle

# B: Editorial Native-Desktop and Tablet (Screenshots below reduced in size)

Native 1, 2 & 3 appear in top-to-bottom order on home page and channel index pages.

Native 4 is on article pages, immediately below text.

# NATIVE 1: NATIVE 2 & 3:

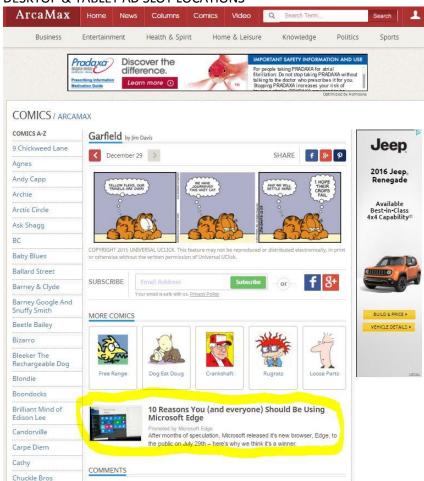


# **NATIVE 4:**



# C: Comics Display & Native

## **DESKTOP & TABLET AD SLOT LOCATIONS**









## D: Mobile

# **MOBILE AD SLOT LOCATIONS**—EDITORIAL



Rotund bulldog struggles to climb into folding chair

The video, shared on YouTube by user Random Bananas, shows the chubby canine making multiple attempts to mount the chair, and then having further struggles trying to get into a comfortable position.

The buildog finds himself stuck for a few seconds when one of his legs gets caught between the frame of the chair and its cloth surface.



The dog is able to free his leg and his dismount appears far easier — albeit no more graceful — than climbing onto the chair.

Copyright 2015 by United Press International









Talking dogs: Tips on training dogs to come when called

Dog day care: How to find the best fit for your



COMMENTS Comments Community Degin 
Property Recommend Sort by Newest -





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Mid-Story



**Post-Story** 

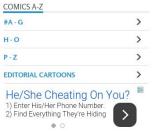


**Post-Comments** 

# **MOBILE AD SLOT LOCATIONS--COMICS**



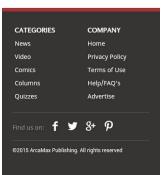
Comics 1



Free Range



Comics 2



# E: Rates & Specs

#### EDITORIAL-ONLY DISPLAY RATES-2017 (Desktop and/or Tablet)

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Leaderboard	\$3.00 CPM	<b>\$2.50 CPM</b> (400,000 impressions)	\$1.75 CPM
(728x90)	(116,000 impressions)		(2,285,000 impressions)
Rectangle	<b>\$4.00 CPM</b> (87,500 impressions)	\$3.50 CPM	\$2.75 CPM
(300x250)		(285,000 impressions)	(1,454,000 impressions)

## **COMICS-ONLY DISPLAY RATES-2017 (Desktop and/or Tablet)**

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Leaderboard (728x90)	<b>\$2.00 CPM</b> (175,000 impressions)	<b>\$1.75 CPM</b> (571,000 impressions)	<b>\$1.00 CPM</b> (4,000,000 impressions)
Skyscraper (160x600)	<b>\$3.00 CPM</b> (116,000 impressions)	<b>\$2.75 CPM</b> (363,000 impressions)	<b>\$2.00 CPM</b> (2,000,000 impressions)

#### RUN-OF-SITE DISPLAY RATES-2017 (Desktop and/or Tablet)

'Best Value' proposition—a combination of quality and quantity—

ads will serve in a combination of Editorial traffic (approx. 1/3) and Comics traffic (approx. 2/3).

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Leaderboard (728x90)	<b>\$2.50 CPM</b> (140,000 impressions)	<b>\$2.00 CPM</b> (500,000 impressions)	<b>\$1.25 CPM</b> (3,200,000 impressions)
Skyscraper (160x600)	\$3.50 CPM (100,000 impressions)	<b>\$3.00 CPM</b> (333,000 impressions)	<b>\$2.25 CPM</b> (1,777,000 impressions)

## MOBILE RATES-2017 (Smartphone Only, 300x250 or 320x50)

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Mid-Story	\$3.50 CPM	\$3.00 CPM	\$2.25 CPM
	(100,000 impressions)	(333,000 impressions)	(1,777,000 impressions)
Post-Story	\$3.00 CPM	\$2.50 CPM	\$1.75 CPM
	(116,000 impressions)	(400,000 impressions)	(2,285,000 impressions)
Post-Comments	\$2.50 CPM	\$2.00 CPM	\$1.25 CPM
	(140,000 impressions)	(500,000 impressions)	(3,200,000 impressions)
Comics-1	\$2.50 CPM	\$2.25 CPM	\$1.75 CPM
	(140,000 impressions)	(444,000 impressions)	(2,285,000 impressions)
Comics-2	\$2.25 CPM	\$2.00 CPM	\$1.25 CPM
	(155,000 impressions)	(500,000 impressions)	(3,200,000 impressions)

# NATIVE AD RATES-2017 (Desktop and/or Tablet)

AD UNIT	Approximate	100% Traffic/
	Daily Impressions	One Calendar Month
Native 1	55,000	\$1,250.00
Native 2	54,000	\$1,000.00
Native 3	53,000	\$ 750.00
Native 4	128,000	\$2,000.00
<b>Comics Native</b>	368,000	\$3,000.00

## **Notes and Policies:**

Complete T & C will be included on your Insertion Order. Here are some highlights:

- --Eff. January, 2017, all images and links MUST be secure.
- --Buys may be divided between multiple units within a dollar commitment level.
- --Advertisers will receive a login into our Reporting System to track impressions and clicks on banners.
- --Image Click-through Banners, as well as 3<sup>rd</sup>-party tags are accepted (clicks will not be tracked for 3<sup>rd</sup>-party tags).
- --All rates quoted are based on ArcaMax tracking. 3<sup>rd</sup>-party tracking rates will be negotiated on a case-by-case basis.

## **Next Steps?**

Please get in touch to discuss YOUR campaign! Charles Strauss, Online Ad. Mgr. <a href="mailto:charles@arcamax.net">charles@arcamax.net</a> - 757.596.9730 x 208 - Skype: cstraussarcamax