



2021 ONLINE DISPLAY AD SIZES AND COSTS

Display Ad Sizes	Whole Site	Front Page	Article	Inner
Horizontal				
Billboard 970 x 250	\$500.0	\$450	\$450	\$450
Leaderboard 728x90	\$400	\$400	\$400	\$400
Banner 468 x 60	\$250	\$250	\$200	\$200
Half Banner 234 x 60	\$150	\$150	\$150	\$150
Large Rectangle 336 x 280	\$350	\$350	\$300	\$300
Medium Rectangle 300x 250	\$350	\$300	\$250	\$250
Vertical				
Wide Skyscraper 160x600	\$450	\$400	\$375	\$375
Half Page 300x600	\$450	\$400	\$400	\$400
Skyscraper 120x600	\$350	\$350	\$300	\$300
Vertical Banner 120x240	\$250	\$250	\$200	\$200
Square				
Square 250x250	\$400	\$400	\$350	\$350
Small Square 200x200	\$250	\$250	\$200	\$200
Square Button 125 x 125	\$100	\$100	\$100	\$100