

Online Advertising

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Diamondbackonline.com is an option to target the internet-savvy readers of **The Diamondback** as well as parents, prospective students, and the College Park Community. **Diamondback** online space is based on availability and is limited.

Online Rates

Home Page Banner 1

or Remainder of Site Banner 1

234X60 pixels

\$300/month (4 Rotations) or \$85/rotation/month

Home Page Banner 2

or Remainder of Site Banner 2

468x60 pixels \$525/month (10 Rotations)

Rotation 1-3 \$60/rotation/month

Rotation 4-9 \$55/rotation/month

Home Page Button 3,4,5,6

or Remainder of Site Button - 3,4,5,6

120X120 pixels

\$210/month (4 Rotations) or \$60/rotation/month

These buttons can be combined as larger banners. Ask your Ad Rep for sizes and prices.

Home Page Banner - 7,8

or Remainder of Site Banner - 7,8

120x240 pixels

\$420/month (4 Rotations) or \$115/rotation/month

These can also be combined for a 300x250 banner.

Banner 10 / Text Links

468x60 pixels

\$525/month or

One-line ads (limit 5 words) with a hyperlink, appearing at the bottom of each page.

1 Link \$150/month

1 Link \$750/ 6months

1 Link \$1,200/ 12 months

Volume discount: deduct 10% for 2 or more Text Link ads ordered together.

Also Available

300x250 pixels

\$700/month

Deadlines

Pre-Designed Banners & Contracts

2 Business Days

Diamondback Graphic Artist Designed Banners & Contracts

4 Business Days

Fast Facts

Average Number of Page Views.....15,381 per day

Average Number of Unique Viewers.....6,496 per day

Average % of Viewers from the *umd.edu* Domain.....25%

The screenshot shows the Diamondback Online website interface. At the top, there's a navigation bar with links for 'Home', 'News', 'Opinion', 'Sports', 'Diversions', 'Blogs', 'Photos', 'Contact', and 'Multimedia'. A search bar is also present. The main content area features several sections: 'TOP STORIES' with a large image of a basketball player, 'THE LATEST' with a list of news items, 'ON THE BLOGS', 'THIS WEEK IN PHOTOS', and 'INTERACT'. There are also 'FEATURED STORIES' and 'ALSO IN THE DIAMONDBACK' sections. On the right side, there are several advertisements, including one for 'Southern's Apartment Leasing Service' and one for 'University of Maryland MNI Student Publications SCHOLARSHIP Information'. A 'Terp Links and Text Links cash advance' button is also visible. The footer contains copyright information and a disclaimer.

Additional Online Information

All **Diamondback** Online banners and buttons require:

- ◆ Files should be built as either JPEGs or GIFs.
- ◆ They should be built in RGB at 72 ppi (pixels per inch).
- ◆ If banners/buttons are to be built by **The Diamondback**, an additional two business days is required for JPEGs and four business days for GIFs.
- ◆ Banners/buttons running for a partial month will be prorated accordingly.
- ◆ Banner and button copy can be changed bimonthly and links to customer's URL are at no additional charge.