



# 2020 DIGITAL RATE CARD

# 2020 DIGITAL RATES EFFECTIVE 5/1/19

## Banners

	OPEN RATE	3 MONTH	6 MONTH	9 MONTH	12 MONTH	LOCATION	UNITS
Owned Media	\$12.00	\$10.00	\$9.00	\$8.00	\$7.50	ROS	Per/1000
Animation Upcharge	\$2.00	\$1.00	\$1.00	\$1.00	\$1.00		Per/1000
Sliding Billboard* (parallax possible)	\$25.00	\$25.00	\$22.50	\$21.00	\$20.00	Front Page	Per/1000
Floating Bottom*	\$25.00	\$25.00	\$22.50	\$21.00	\$20.00	Mobile	Per/1000
Extended Networks (programmatic)	\$15.00	\$13.00	\$12.00	\$11.00	\$10.00		Per/1000

\*Dayselectionandday-partingavailable



## Sliding Billboard



## Video Pre-Roll

OPEN RATE	\$24.00
3 MONTH	\$23.00
6 MONTH	\$22.00
9 MONTH	\$21.00
12 MONTH	\$20.00
UNITS	PER/1000

## Email Sponsorship

	OPEN RATE	3 MONTH	6 MONTH	9 MONTH	12 MONTH	FREQUENCY/MO	UNITS
News (includes daily & breaking)	\$300.00	\$275.00	\$250.00	\$225.00	\$200.00	4x (min)	Flat/Billed Mthly.
Sports	\$150.00	\$140.00	\$130.00	\$120.00	\$100.00	4x	Flat/Billed Mthly.
Death Notices	\$300.00	\$275.00	\$250.00	\$225.00	\$200.00	4x	Flat/Billed Mthly.
Entertainment	\$150.00	\$140.00	\$130.00	\$120.00	\$100.00	4x	Flat/Billed Mthly.

Sponsor ads are sold by day of week. Sponsor has 100% share of voice for that email for that day, delivered on 4 consecutive weeks.

## Email Blast Advertiser Offer

OPEN RATE \$300 FREQUENCY 1X

# Digital Services

	RATE/FREQUENCY
LOGO CREATION .....	\$250.00 / 1X
WEBSITE DEVELOPMENT .....	CUSTOM/VARIES
WEBSITE HOSTING BASIC.....	\$25 / MONTH
MANAGED .....	\$150 / MONTH
(includes monthly website updates – excluding coding changes)	
LEAD CAPTURE LANDING PAGE.....	\$250.00 / 1X
<hr/>	
SOCIAL NATIVE CONTENT (CREATION) .....	\$150.00 / 1X
NATIVE ADVERTISING (NEWSPAPER WEBSITE).....	\$20 / 1,000
BLOG POST (CREATION) .....	\$150.00 / 1X
SOCIAL MEDIA MANAGEMENT (CREATION AND POSTING)....	\$300.00 / 2X PER WEEK
SOCIAL MEDIA MANAGEMENT (CREATION AND POSTING).....	\$450.00/4X PER WEEK
<hr/>	
VIDEO PRODUCTION.....	\$150.00 / HOURLY RATE
(Discounts available for larger, custom video work)	
SEM .....	CUSTOM/VARIES
DIRECTORY LISTINGS REPAIR .....	\$100.00 / PER MONTH - 6-MONTHS



## [www.mrobertsmedia.com](http://www.mrobertsmedia.com)

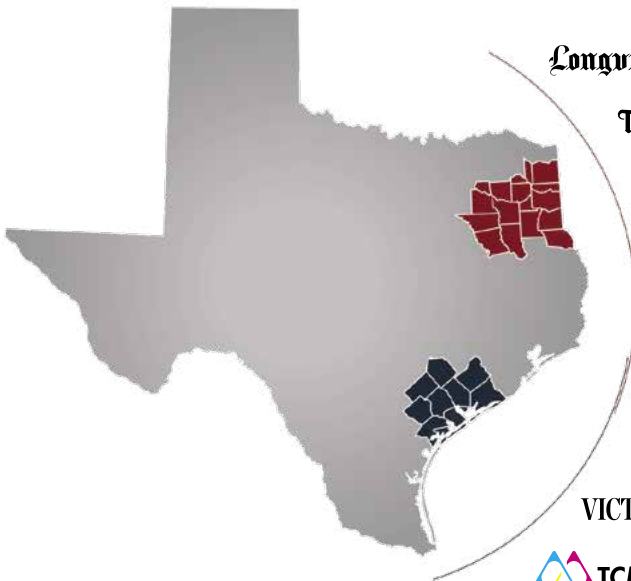
Our diversified media and marketing solutions deliver unique experiences for consumers and advertisers across all platforms, both traditional and digital.

Reach 15 Counties in Texas through:  
 6 Award Winning Newspapers  
 1 Full Service Digital Agency  
 8 Stunning Magazines



The Largest Marketing  
Company In East Texas.

[www.mrobertsmedia.com](http://www.mrobertsmedia.com)



*Longview News-Journal*

**Tyler Morning Telegraph**

*The Panola Watchman*

The Messenger  
**NEWS MESSENGER**

**KILGORE NEWS HERALD**

**m.roberts**  
DIGITAL

**VICTORIA ADVOCATE**

 **TCMPRINTING**  
imagine • create • deliver