



2021 DIGITAL **RATE CARD**

www.mrobertsmedia.com

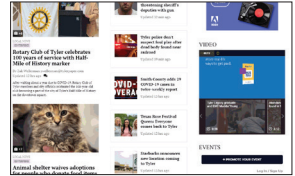
BANNERS

	Open Rate	MONTHS				Location	Units
		3	6	9	12		
Owned Media	\$12	\$10	\$9	\$8	\$7.5	ROS	Per/1000
Animation Upcharge	\$2	\$1	\$1	\$1	\$1		Per/1000
Sliding Billboard* <i>(parallax possible)</i>	\$25	\$25	\$22.5	\$21	\$20	Front Page	Per/1000
Floating Bottom*	\$25	\$25	\$22.5	\$21	\$20	Mobile	Per/1000
Extended Networks <i>(programmatic)</i>	\$15	\$13	\$12	\$11	\$10		Per/1000

*Day selection and day-parting available

VIDEO PRE-ROLL

Open Rate	MONTHS				Units
	3	6	9	12	
\$24	\$23	\$22	\$21	\$20	Per/1000



EMAIL SPONSORSHIP

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.

	Open Rate	MONTHS				Frequency (PER MONTH)	Units
		3	6	9	12		
News <i>(daily & breaking)</i>	\$300	\$275	\$250	\$225	\$200	4X (minimum)	Flat*
Sports	\$150	\$140	\$130	\$120	\$100	4X	Flat*
Death Notices	\$300	\$275	\$250	\$225	\$200	4X	Flat*
Entertainment	\$150	\$140	\$130	\$120	\$100	4X	Flat*

*Billed Monthly

EMAIL BLAST ADVERTISER OFFER

Open Rate: \$300 Frequency: 1X

DIGITAL SERVICES

Logo Creation - \$250

Website Development - Varies

Directory Listings Repair - \$100 / Mth – 6 Mths Minimum

Hyper - Targeted Digital Ads \$10 / 1,000 Impressions

Site Retargeting • Search Retargeting • Addressable • Geofence • Contextual

OTT/CTV - 15 sec Video Ads \$45 / 1,000 Impressions

Site Retargeting • Search Retargeting • Addressable • Geofence • Contextual

SEM - Varies

WEBSITE HOSTING

Basic - \$50 / Mth

Managed - \$129 / Mth

(Includes 60-90 minute website changes per month)

Lead Capture Landing Page - \$250

VIDEO PRODUCTION

\$150 Hourly Rate

Discounts Available For Larger, Custom Video Work

SOCIAL

Social Media Management (Creation And Posting)

\$350 / 2x Per Week or \$450 / 4x Per Week

Social Ads 20% Management Fee

Blog Post (Creation) - **\$150**

EMAIL MARKETING

Constant Contact Build-Out - \$350

All your emails & phone numbers in one place

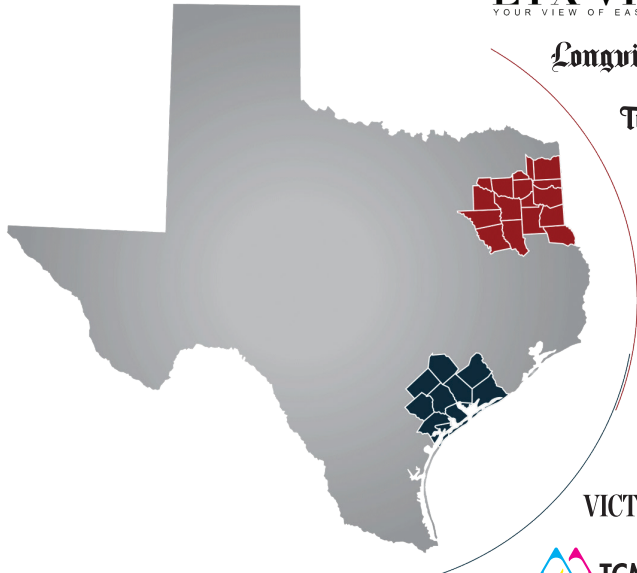
Email Newsletter - \$75 / Each

Custom email sent to your clients



The Largest Marketing Company In East Texas

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



ETX VIEW
YOUR VIEW OF EAST TEXAS

Longview News-Journal

Tyler Morning Telegraph

The Panola Watchman

NEWS MESSENGER

KILGORE NEWS HERALD

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Our Stunning Magazine, ETX View

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