

DOWNTOWN

BIRMINGHAM • BLOOMFIELD

ONLINE OPPORTUNITIES

Downtown newsmagazine offers a number of opportunities to extend your brand marketing beyond the printed monthly product of Downtown Birmingham/Bloomfield, all designed to drive traffic to your website.

We offer advertising opportunities on our website downtownpublications.com, which averages 40,000 monthly visitors.

WEBSITE ADS

We offer four sizes of tombstone ads on our website, listed here in pixels (px) for those accounts who are creating their own ad. These ads appear on our website homepage and all interior pages of the site, and link to your website.

The basic or **small** ad size 125px by 125px (pixels).

The **medium** ad size comes in two configurations, **horizontal** or **vertical**. Basically the medium ad size is twice the size of the small ad.

The **vertical medium ad** measures 125px width by 265px depth.

The **horizontal medium ad** measures 265px width 125px depth.

The **large ad size** is basically equal to four of the small ad size boxes. The **large ad size** measures 265px by 265px. *continued>>>*



RATES

Size	3x or more	Open rate
Small	\$75/month	\$150/month
Medium	\$125/month	\$250/month
Large	\$200/month	\$400/month

Rich media: Expandable banner ads not available. Ads with audio must be user-initiated.

Technical: If an account is creating their own tombstone ad, we need the ad supplied as either GIF, JPG, or PNG.

TELEVISION COMMERCIALS

If your business uses television for marketing purposes, we can help you extend the life of your commercial by posting it on our website for a minimal charge. For the **monthly cost of \$200**, your television commercial can be posted on our site. Your advertising representative can give you further details on how easily your commercial can be converted to website use.

E-MAIL NEWSLETTER SPONSORSHIP

We send out two and sometimes more e-mail blast newsletters for the newsmagazine each week to approximately 4,000 recipients. The e-mail blast banner ad measures 550px wide by 50px depth. Sponsorship opportunity available on two monthly email newsletters for Oakland Confidential; monthly, Metro Intelligencer; weekly, Society Notebook; and the Downtown Weekly Update newsletter. Inquire about rates.

DOWNTOWN PROMOTION EMAILS

Downtown newsmagazine also offers the opportunity to have your special promotion about your business or perhaps an upcoming event emailed to our confidential email list. We only do these on a limited basis each month which boosts readership and click-through rate because our newsletter recipients are not fatigued by too many promotions. We handle all the creative if you want at no extra charge. Advertising representative can discuss details and cost.

If you have an interest in any of these opportunities, contact
Mark Grablowski / Advertising Representative
at 248.792.6464, ext. 601, for further details.

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