



**2009 SacPaws.com Advertising Rates**

Effective December 29, 2008



Advertiser agrees to the terms and conditions in the Annual Advertising Contract, the current rate card, and in the General Information Booklet. (documents are available for review at [www.sacbee.com/advertiser/](http://www.sacbee.com/advertiser/))

**Ad Positions**

Fixed Rate Per Month thru June 30, 2008

Size	Description	Homepage	Interior	Share of Voice
300x250	Oversized Rectangle	Sponsor	\$1,250	6 Advertisers
160x600	Tower	\$1,000	N/A	6 Advertisers
468x60	Standard Banner	N/A	\$1,000	4 Advertisers
728x90	Leaderboard	\$1,000 ROS	\$1,000 ROS	2 Advertisers
300x100	Medium Tile (3)	N/A	\$250	4 Advertisers
160x90	Tile (4)	\$250	N/A	4 Advertisers
100x100	Enhanced Link	N/A	\$50	1 Advertiser

**Sponsorships**

Fixed Per Month Rate thru December 28, 2008. See your Account Manager for details

- ☎ **CO-SPONSOR - \$5,000/month. (Two Available/12-month commitment)**  
Includes logo on site header along with "Sponsored by" on every page of site; Industry Exclusivity; Premium 300x250 ad position in rotation on home page; Enhanced Link on Resources page; Logo included in weekly eNewsletter, Site Registration Page, Promotional Online & Print Advertising and Specified Marketing & Event Collateral. Additional opportunity to provide content for site.
- ☎ **PHOTO GALLERY SPONSOR - \$1,000/month. (One Available/12-month commitment)**  
Includes logo on home page Photo Gallery and featured as rollover on Photo link from all pages; Fixed standard banner position (468x60) on Photo page and interior Photo Gallery pages; Fixed side tile position (300x100) ROS; Enhanced Link on Links page; "Sponsored by" text included on photo theme contests in eNewsletter; Opportunity to supply prizes for monthly photo contests.
- ☎ **eNEWSLETTER PACKAGE - \$1,000/week. (One Available per week)**  
Includes eNewsletter 470x62 standard banner and promotional blurb and graphic; SacPaws.com site page peel and 160x90 tile ad on home page for one week following.

**To learn more about advertising and sponsorships on SacPaws.com, contact your Sacramento Bee advertising sales representative or call 916.321.1226**