

Your online source for local news, information and advertising

# FresnoBee.com

**FresnoBee.com** is our region's No. 1 local Internet site. Whether it's local news, sports, business or lifestyle, The Fresno Bee's Web site offers a wealth of information to its online readership.

Updated throughout the day with breaking news and information, FresnoBee.com generates over 4 million page views each month and attracts nearly 375,000 monthly unique visitors.

In addition to its in-depth coverage with stories, photos and graphics, FresnoBee.com also adds interactive graphics, video, audio and other multimedia elements to enhance the site's content for its large readership.

Advertising on FresnoBee.com is a perfect complement to what you do in the print edition of the Fresno Bee. Based on our readership registration data, 61 percent of our online readers within the delivery area of The Bee are non-subscribers to the newspaper. Thus, advertising online, as well as within The Bee, will give the greatest overall exposure to area residents.



For more information on FresnoBee.com, contact your Bee account representative or call **559-441-6041**

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## Advertising Rates and Information

### Ad Specifications

Pop-up Advertisement	600x300 pixels in separate window
Tower Advertisement	120x600 pixels within story-level and main section pages
Main Page Header Ad	120x60 pixels within top header of site home page
Horizontal Banner Ad	468x60 pixels, with positions available throughout site
Tile Ad	120x90 pixels, with positions available throughout site

### Ad Enhancements Available

Flash or Other Special Programming	Included
Section Targeting	5% Premium
Demographic Targeting	20% Premium
Static Placement Positioning	20%-30% Premium
Custom Ad Programs	20%+ Premium

### Rates

Pop-up Advertisement	\$15-20 CPM (depending on placement)
Tower Advertisement	\$12-15 CPM (depending on placement)
Main Page Header Ad	\$15 CPM
Horizontal Banner Ad	\$10 CPM
Tile Ad	\$6 CPM

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