



Online Solutions for Macon County...

Macon County Chronicle is a leader in creating and implementing online advertising campaigns that attract local customers.

MACON COUNTY CHRONICLE

MaconCountyChronicle.com is a leader in local online news and information averaging 3,500 unique visitors, 10,000 visits, and 75,000 page views per month.

MaconCountyChronicle.com updates news stories daily and includes interactive community environment where visitors can search stories and media, current events and local calendars, read and comment on blogs and opinion, interact with social media, and subscribe to news feeds and e-news.

CONTENT AREAS:

- News
- Sports
- Obituaries
- Lifestyle
- Opinion / Blogs
- Local Calendar
- Weather

ADDITIONAL ADVERTISING OPPORTUNITIES

- **Banner ads:** leaderboard and medium box
- **Weather:** widget association (“Presented by...”)
- **Top Leaderboard:** most prominently positioned ad location within website
- **Email Newsletters:** daily news, sports and business, as well as breaking news, lifestyle

Be Connected.

(615) 688-6397 | Mark Darnell - Advertising Director - mdarnell@maconcountychronicle.com
[@MaconChronicle](https://twitter.com/MaconChronicle) | facebook.com/Macon-County-Chronicle/122604934465071
Visit www.maconcountychronicle.com today!

Delivering Local Customers.



DIGITAL ADVERTISING RATES ONLINE

HOME PAGE

(Premier advertising location on the website)

Leaderboard (Top)	728 x 90	\$500/ 6 months
Medium Box (Top)	300 x 250	\$400/ 6 months

STANDARD WEBSITE PAGES

(Appears on every page on the website **except** Home Page & Premium pages)

Leaderboard (Top)	728 x 90	\$125/ 6 months
Medium Box (Top)	300 x 250	\$300/ 6 months

PREMIUM PLACEMENTS

(Premium Pages available within the website)

Leaderboard (Top)	728 x 90	\$300/ 6 months
Medium Box (Top)	300 x 250	\$250/ 6 months

PREMIUM PLACEMENT CHOICES:

- Obituaries
- News
- Sports
- Lifestyle
- Calendar
- Opinion
- Blogs

FULL SITE

(Appears on every page on the website **including** Home Page & Premium pages)

Medium Box (Bottom)	300 x 250	\$180/ 6 months
Leaderboard (Bottom)	728 x 90	\$84/ 6 months

WEATHER SPONSORSHIPS*

\$3 CPM with minimum of 20,000 impressions
\$500 month buyout

EMAIL NEWSLETTER

(E-NEWS AD SIZE - Medium Box 300 x 250 pixels)

The Macon County Chronicle E-NEWS

Cost per Edition
\$250



ADVERTISING OPTIONS:

- Leaderboard (Top)
- Medium Box (Top)
- Medium Box (Bottom)
- Leaderboard (Bottom)

CALL TODAY!

Advertiser can set weekly and monthly budgets. To get started, contact your Macon County Chronicle Account Executive, or call (615) 688-6397.

* CPM – Cost Per Thousand Impressions

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THE MACON COUNTY CHRONICLE ADVERTISEMENT GUIDE

HOME PAGE
(Premium)

STANDARD PAGE
(Premium if specific location page chosen)

Home Page Leaderboard (Top)

Home Page Medium Box (Top)

Weather Sponsor

Full Site Medium Box (Bottom)

Full Site Leaderboard (Bottom)

Standard Page Leaderboard (Top)

Standard Page Medium Box (Top)

Full Site Medium Box (Bottom)

Full Site Leaderboard (Bottom)

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