

# News of the North.Net

## Sponsor Information

### Leaderboard Sponsor 728 x 90

Support Your Local Online News Alternative

#### HOW TO BE A SPONSOR

News of the North.Net has a variety of packages to meet your needs by combining different-sized sponsorships in different locations on the site. Rates vary from \$25 to \$300 per month. Please contact NNN Sponsor Contact Jackie Cody at [jcody@news of thenorth.net](mailto:jcody@news of thenorth.net) for more information.

Show the Northwoods that you support local, community journalism...  
Check out the site to get an idea of different sizes and locations to determine what's best for you.

All Sponsorships must be one of the following sizes:

- \* 728 x 90 (Leaderboard)
- \* 468 x 60 (Banner)
- \* 120 x 600 (Skyscraper)
- \* 160 x 600 (Wide Skyscraper)
- \* 150 x 60 (Tile)
- \* 300 x 250 (Rectangle)

### Rectangle Sponsor 300 x 250

**Image Sponsorships:** Currently only .jpg and .gif file types are accepted. Change any .jpeg images to .jpg file extension by simply deleting the "e" from the file name.

### Skyscraper Sponsor 120 x 600

### Tile Sponsor 150 x 60

### Banner Sponsor 468 x 60

# News of the North.Net

## Sponsor Rates

### RATE CARD TERMINOLOGY:

**SPONSORING** means supporting a special feature of News of the North.Net (NNN) online newspaper or sponsoring to sustain the site or sponsoring to appeal to a specific audience.

**HOME PAGE** The opening page of NNN.

**INTERIOR PAGE** The pages following the Home Page.

**ABOVE FOLD** Sponsorship is seen when the page opens. There is no need to scroll down to see the sponsorship. This is a newspaper term. Sponsorships appearing above the fold are: Leaderboard, Wide Skyscraper & Skyscraper (Partially) and Banner.

**FREQUENCY** This is the length of time the sponsorship appears on the page(s) of NNN.

**SET UP FEE** No charge if the sponsor can send image for sponsorship meeting size requirement. If assistance is needed to create the image sponsorship, a set up fee will be applied.

### Home Page Sponsorships

Leaderboard	\$310 per month	3 months or more	\$260 per month
Wide Skyscraper	\$210 per month	3 months or more	\$175 per month
Skyscraper	\$160 per month	3 months or more	\$135 per month
Banner	\$110 per month	3 months or more	\$95 per month (Bottom of page)
Tile*	\$35 per month		

### Interior Pages Sponsorships

Leaderboard	\$210 per month	3 months or more	\$175 per month
Wide Skyscraper	\$110 per month	3 months or more	\$95 per month
Skyscraper	\$100 per month	3 months or more	\$85 per month
Banner	\$90 per month (Top)	3 months or more	\$80 per month
	\$70 per month (Bottom)	3 months or more	\$60 per month
Rectangle	\$110 per month	3 months or more	\$95 per month
Tile*	\$35 per month		

\*The size of the tile sponsorship is best utilized with the sponsor's name and a direct link to the sponsor's Internet site. Tile size will appear below the fold on Home Page or Secondary Pages.

*Sponsorships must be submitted as jpg files in exact dimensions. Design services are available at an additional fee. Payments are made at the time reservations for sponsorship are made. News of the North.Net (NNN) reserves the right to reject any underwriting that does not conform to publication standards. Sponsors assume liability for all content (including text representation and illustration) of the message and agree to indemnify, protect and hold harmless NNN its officers and board of directors from any claim or action based on the content of any message published. These terms and conditions shall apply to all sponsorships accepted by NNN and these terms and conditions supersede any sponsor contract clauses.*

# NEWSOFTHENORTH.NET, INC.

www.newsofthenorth.net

## Sponsorship Message Content Guidelines

The content of the sponsor message to appear on the NewsOfTheNorth.Net website should be *non-promotional* in nature.

### **This includes:**

- Identification of the sponsor rather than promotion of the sponsor's products, services or facilities.
- Logos and slogans (verbatim) that do not contain comparative or qualitative descriptions or state an opinion.
- Non-promotional location information (e.g. phone number, website address). The phone number or web-address must be subordinate to the sponsor's name or logo.
- Value neutral descriptions, including displays or visual depictions of a sponsor's product line or services.

### **Sponsorships may NOT contain:**

- Qualitative language (favorable qualities, benefits and claims).
- Comparative language ("leader", "largest", "the only", "ranked #1").
- A "call to action".
- Price information or indication of savings or value.
- Inducements to buy, sell, rent or lease.
- Endorsements.
- The link to the sponsor's website may only drive traffic to the sponsor's homepage and not to any other inside pages.

Please contact Jackie Cody at 715-369-0309, [jcody@newsofthenorth.net](mailto:jcody@newsofthenorth.net) or [jcody1@frontiernet.net](mailto:jcody1@frontiernet.net), if you have any questions.