

## ONLINE NET RATES

### Our Reach. Your Audience.

NOW REACH THE MOST DESIRABLE AUDIENCE IN THE WASHINGTON DC SUBURBS... ON THE WEB!

Washington Suburban Press Network Online is a network of rich, in-depth community news sites that are the perfect companion to our award winning community newspapers. Reach farther, deeper, and more often into the most affluent suburbs in America.

### Interactive Open Rates

Net Rates (cpm)

SIZES	ROS	TARGETED
336x280 Rectangle	\$15.00	\$18.00
300x250 Medium Rectangle	\$14.00	\$18.00
728x90 Leaderboard	\$13.00	\$18.00
160x600 Wide Skyscraper	\$13.00	\$18.00
120x600 Skyscraper	\$11.00	\$18.00
120x300 Mini Skyscraper	\$9.00	\$18.00
Flash & Rich Media	\$24.00	\$24.00

Rates discounted by volume and frequency

### Network Web Addresses

[www.FairfaxTimes.com](http://www.FairfaxTimes.com)  
[www.LoudounTimes.com](http://www.LoudounTimes.com)  
[www.AlexTimes.com](http://www.AlexTimes.com)  
[www.Gainesville-Times.com](http://www.Gainesville-Times.com)  
[www.Fauquier.com](http://www.Fauquier.com)  
[www.CulpeperTimes.com](http://www.CulpeperTimes.com)  
[www.RappNews.com](http://www.RappNews.com)  
[www.Gazette.net](http://www.Gazette.net)  
[www.SoMdNews.com](http://www.SoMdNews.com)  
[www.DCMilitary.com](http://www.DCMilitary.com)  
[www.EnterpriseNews.com](http://www.EnterpriseNews.com)  
[www.FCNP.com](http://www.FCNP.com)  
[www.WashingtonCityPaper.com](http://www.WashingtonCityPaper.com)

### Targeted Channels

- |  |   |
|--|---|
| <input type="checkbox"/> Homepage      | <input type="checkbox"/> Auto (listings)    |
| <input type="checkbox"/> Business      | <input type="checkbox"/> Real Estate        |
| <input type="checkbox"/> News          | <input type="checkbox"/> Careers (listings) |
| <input type="checkbox"/> Sports        | <input type="checkbox"/> Lifestyles         |
| <input type="checkbox"/> Entertainment |   |

Accept IAB standard sizes. Third party served advertising.

CPM=Cost per 1,000 impressions. ROS=Run of Site

**PRODUCT SPECS:** We require site ready ads in JPEG/ GIF or Flash formats not to exceed 20K (jpeg/gif) or 30K (flash) with maximum looping of 3x. Flash ads require additional GIF ad as backup for browsers that do not have Flash installed. Lead time for run is 3-5 business days.

**BILLING INFORMATION:** Advertisers will be billed monthly for the number of actual impressions occurring during the previous month. The total amount due is payable directly to The Washington Suburban Press Network within fifteen (15) days of the invoice date. Charges not paid within thirty (30) days are subject to a service charge of 1.75% per month.

**TERMS & CONDITIONS:** WSPN Online network web sites cannot be held liable for service interruptions beyond our control. The advertiser shall hold the company harmless and indemnify it from all damages, costs and expenses of any nature for which the company may become liable for its publication of Advertiser's ads. Nor shall the company be held liable to advertiser for any loss that results from the incorrect publication of advertising.

**Monthly Network Page Views:**  
**8,098,549**

**Monthly Network Unique Visitors:**  
**672,583**

Source: Omniture Site Catalyst