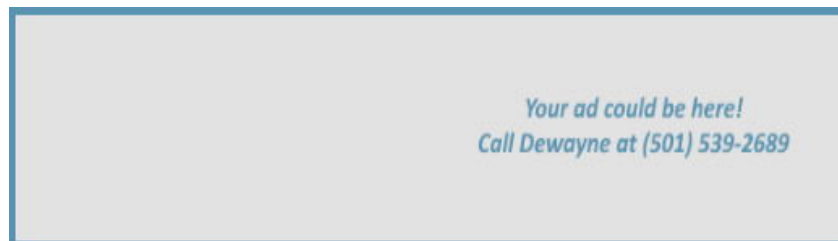


MCNews.online Ad Spaces

Display Specifications

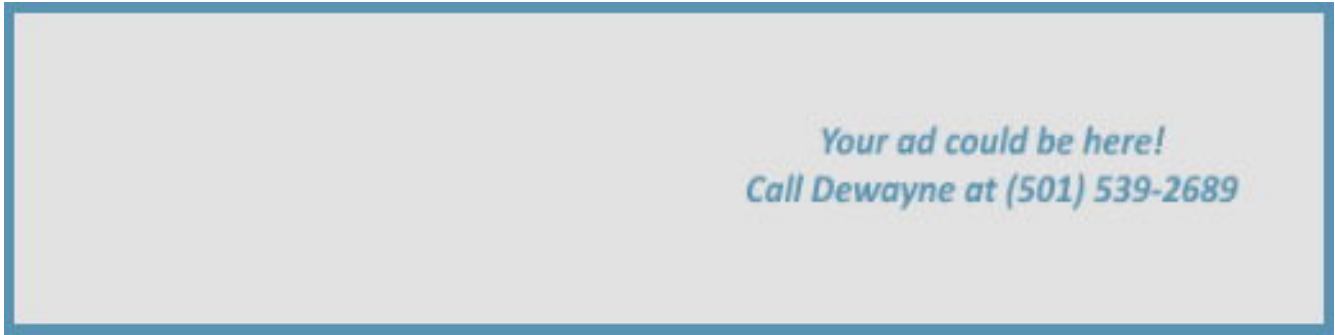
- **Display (Viewports):** Three display options are available: Desktop, Tablet, and Mobile. The options below define which display is available for each ad size and placement.
- **Sizes:** The indicated sizes are minimums. Larger images with the same proportions may be substituted. For example, a 300px X 200px Category Ad may be 600px X 400px. Note that your ads display size will be optimized for each users specific viewport.
- **Sticky:** Your ad holds its position on visitor's view screens when scrolling, increasing visibility. Sticky applies to Desktop and some Tablet viewports, and is available in Category Ads and Featured Ads.
- **Rotation Queue:** Your ad is placed into a queue with others and displays in random order upon page loads.
- **Categories:** Your ad appears among the listings of articles in the primary Categories, such as *Sports, Living, Downstream*, etc.
- **Linking:** All ad spaces can be linked to direct visitors to your preferred website or URL.

Nameplate Banner



- ✓ Appears at the Top of Every Page next to the nameplate.
- ✓ Displays on Desktop, Tablet, and some Mobile
- ✓ Rotation Queue available
- ✓ 420 pixels by 121 pixels at 96 DPI or larger (keeping the same ratio)

Banner



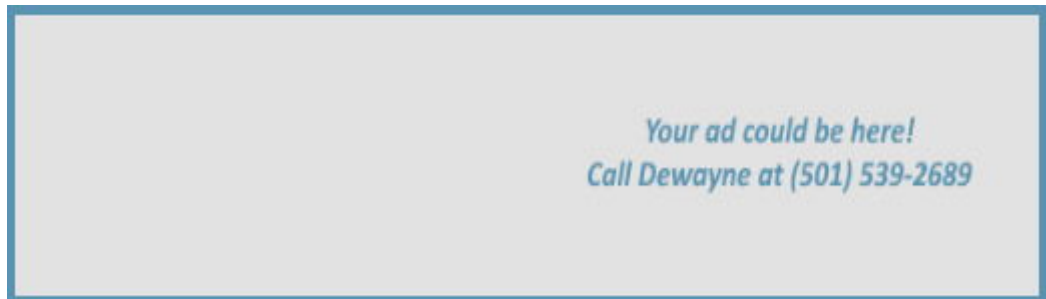
- ✓ Appears at the top, bottom, and interspersed within Articles and Categories
- ✓ Displays on All Devices
- ✓ Rotation Queue available for some Placement Options
- ✓ 1200 pixels by 300 pixels at 96 DPI or higher



Categories

- ✓ Appears in the Categories
- ✓ Sticky!
- ✓ Displays on All Devices
- ✓ Rotation Queue available
- ✓ 300 pixels by 200 pixels at 96 DPI+

Headlines



- ✓ Appears under the lead story and sports on the Front Page
- ✓ Displays on All Devices
- ✓ Rotation Queue available
- ✓ 300 pixels by 200 pixels at 96 DPI+

Featured

- ✓ Appears on the Front Page
- ✓ Displays on All Devices
- ✓ Sticky!
- ✓ Rotation Queue available
- ✓ 300 pixels by 600 pixels at 96 DPI+

Classified Ads

- ✓ Appear in the Classifieds section
- ✓ \$6 for up to 25 words, 30¢ for each additional word after the first 25.
- ✓ Yard Sale ads are \$10 and are framed
- ✓ Posted Tuesday and run for 1 week
- ✓ Renews automatically if you run it in the print paper each week.
- ✓ Add a photo for just \$4, additional photos for \$2 each

Ready to Place Your Ad?

dewayne@mcnews.online

(870) 867-2821

Your ad could be here!
Call Dewayne at (501) 539-2689