



## Advertising

We manage advertising for websites and periodicals and also consult for advertising with direct mail.

### [Mailings](#) [1]

We are available to develop your mail lists for either labels or arranging to direct print the addresses on your mail outs

### [Periodicals](#) [2]

Advertising in magazines and newspapers is still valid. Until websites are as convenient to hold and use, printed periodicals will remain a valid method of advertising. We are available to compose your advertising and support it with your website. We also publish periodicals ourselves.

### [Websites](#) [3]

Advertising with websites can and should be more than just promoting by having your own website and waiting for someone to find it. You can promote your website by banner advertising on other websites, advertising on search engines, having a portal on you site to encourage frequent revisits, etc...

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### [Banners on Websites](#) [4]

\_ [5]We can arrange for advertising on web sites we manage and broker on your behalf for others.

### **Portals**

\_ [5]If you have a web page that provides timely information to a niche market, you may be able to even persuade visitors to make it their default, home, web page for their web browser. If you are considering this approach, we are available to discuss the merit and feasibility of you supporting.

### **Search Engines**

\_ [5]Besides being listed on a search engine, you may consider paying for emphasized listings and banner ads to display by keywords, etc... We can provide consultation on this advertising approach.

## Banner Advertising on Web Sites



**We can arrange for advertising on web sites we manage and have been asked by some other sites. For most situations a discount website broker may be a better fit, however for our own sites and for those we consult for have requested such services. The information on this web page that has evolved over the last decade is useful for scope, but not intended as quotation or guarantee of services rendered.**

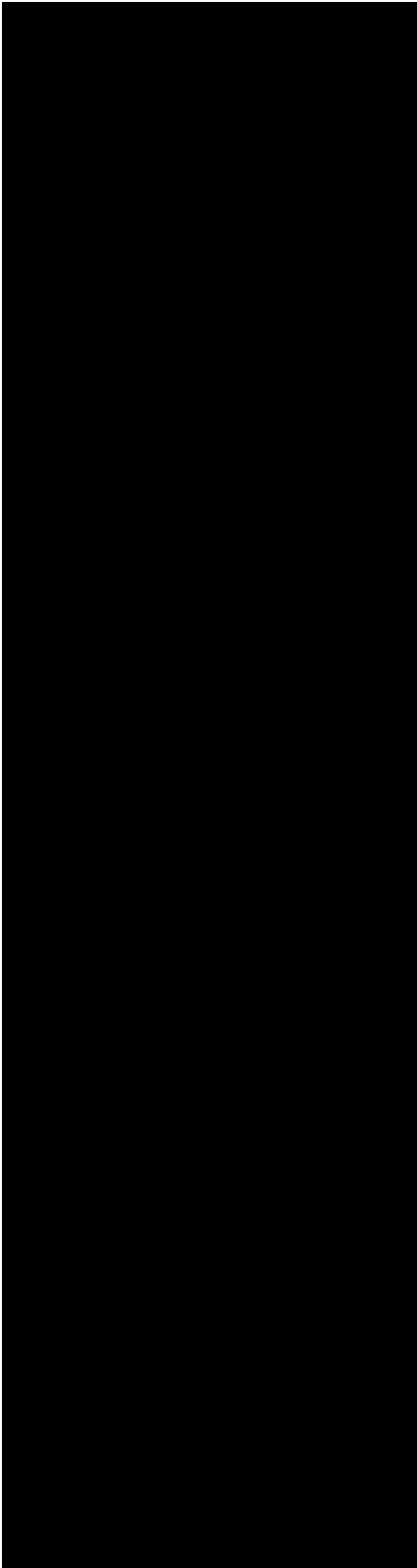
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## Sizes and Pricing Guides

The content, sizes, and pricing of web site banner advertising are negotiated and limited by the the location and usage. Some of the factors that effect the nominal pricing are:

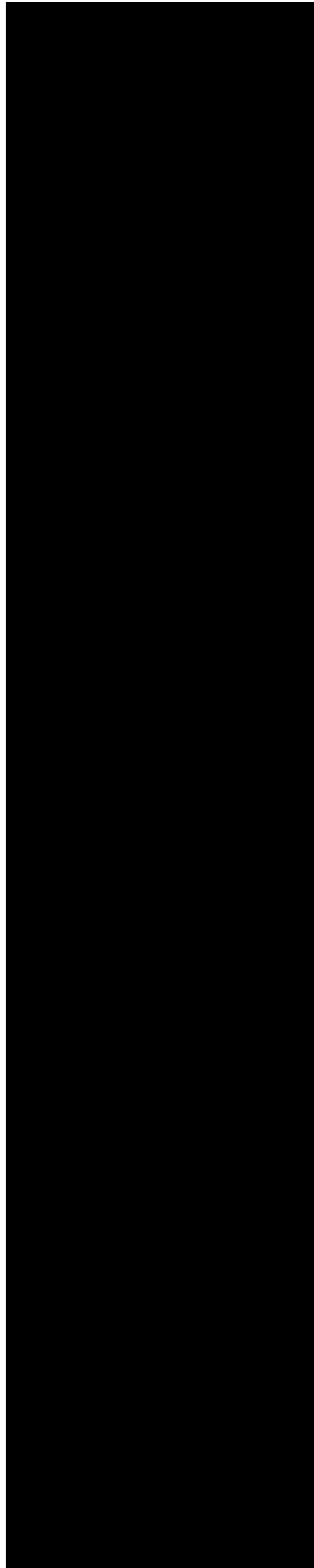
- Banner Ad with hyperlink on a main page or page of equivalent interest.
- Random or Rotating Banner Ad with hyperlink on main page or page of equivalent interest.
- Banner Ad with hyperlink on section or start of category or results page.
- Random or Rotating Banner Ad with hyperlink on section or start of category or results page.
- Banner Ad on a back page.
- The size relative to content and other ads.

The table below is made available as a guideline for nominal pricing suggested by size but with the understanding that other conditions like location will apply. For example if the page in question was not layed out by designer to support a type of ad, like microbanners, then the microbanner pricing would not apply. Note the suggested price by size is a guide and not binding. Contact us about pricing by location and verification of prices. *Prices are subject to change.*



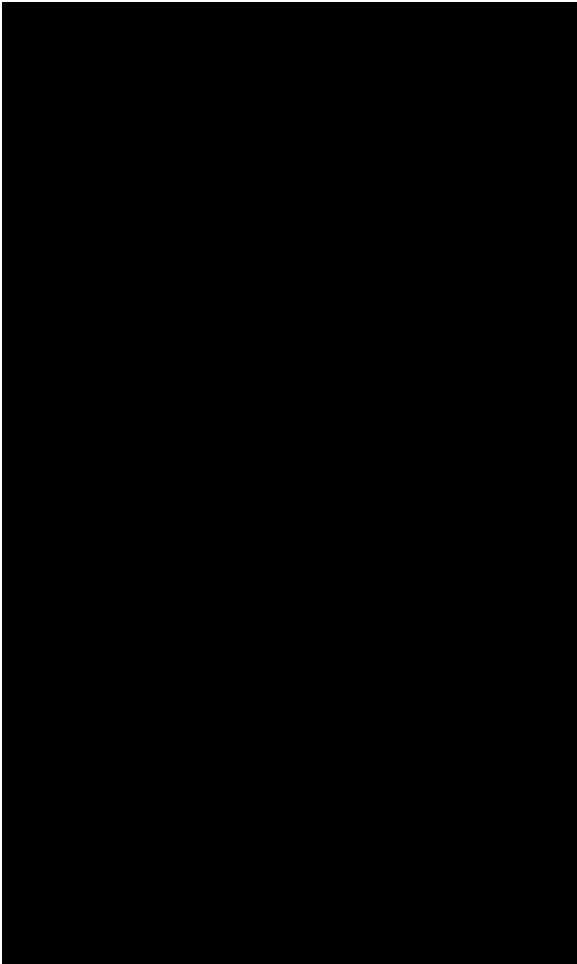
160 x 600 Pixels **Wide Skyscraper Banner** *(96,000 pixels)*

nominal suggested price: 190% of full banner size fee.



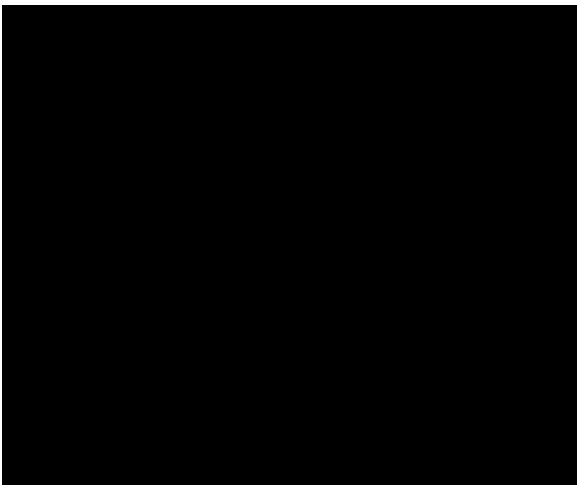
120 x 600 Pixels **Skyscraper Banner** *(72,000 pixels)*

nominal suggested price: 170% of full banner size fee.



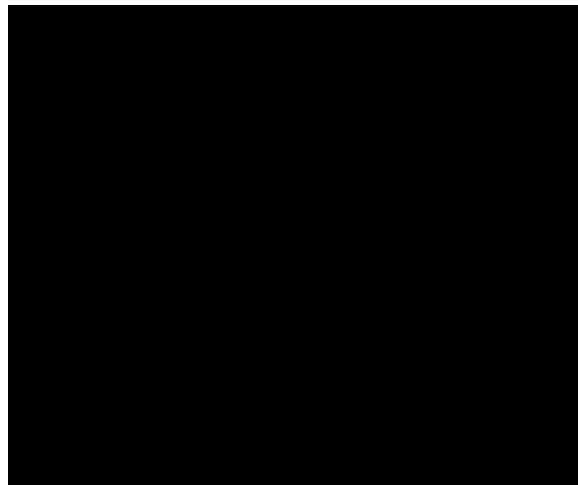
240 X 400 Pixels **Fat Skyscraper Banner** (96,000 pixels)

nominal suggested price: 190% of full banner size fee.



336 X 280 Pixels **Large Rectangle Banner** (94,080 pixels)

nominal suggested price: 180% of full banner size fee.



300 X 250 Pixels **Medium Rectangle Banner** (75,000 pixels)

nominal suggested price: 160% of full banner size fee.



728 X 90 Pixels **Leader Board Banner** (65,520 pixels)

nominal suggested price: 140% of full banner size fee.



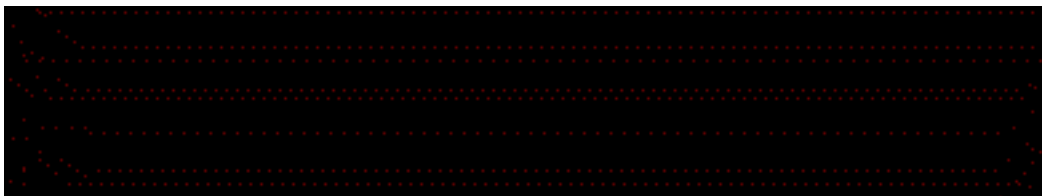
250 X 250 Pixels **Square 250pixel Banner** (62,500 pixels)

nominal suggested price: 130% of full banner size fee.



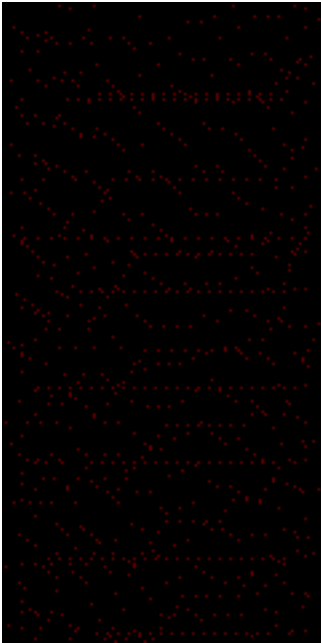
468 X 60 Pixels **Full Banner** (28,080 pixels)

nominal suggested price: 100% of full banner size fee.



392 x 72 Pixels **Full Banner with Vertical Navigation Bar** (28,584 pixels)

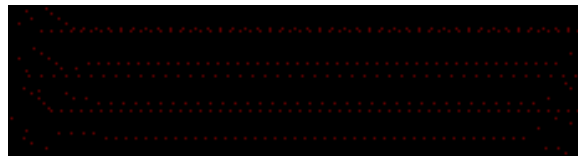
nominal suggested price: 100% of full banner size fee.



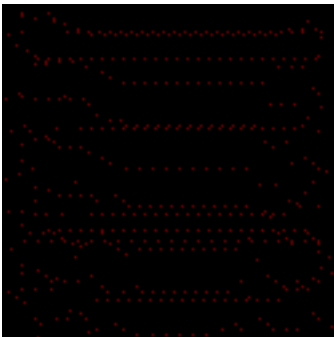
120 x 240 Pixels **Vertical Banner / Small Skyscraper** (28,800 pixels)  
nominal suggested price: 100% of full banner size fee.



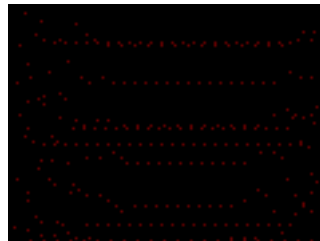
180 x 150 Pixels  
**Rectangle180x150** (27,000 pixels)  
nominal suggested price: 90% of full banner size fee.



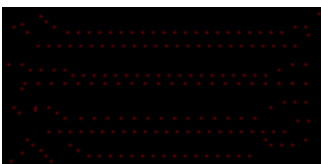
234 x 60 Pixels **Half Banner** (14,040 pixels)  
nominal suggested price: 70% of full banner size fee.



125 x 125 Pixels **Square Button** (15,625 pixels)  
nominal suggested price: 70% of full banner size fee.



120 x 90 Pixels **Button 1** (10,800 pixels)  
nominal suggested price: 50% of full banner size fee.



120 x 60 Pixels **Button 2** (7,200 pixels)  
nominal suggested price: 40% of full



88 x 31 Pixels **Micro Button** (2,728 pixels)  
nominal suggested price: 30% of full banner size fee.



## Advertising

Published on Cocoa Village Publishing (<https://cocoavillagepublishing.com>)

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banner size fee.

**Source URL:** <https://cocoavillagepublishing.com/marketing/advertising/index.html#comment-0>

### Links

- [1] <https://cocoavillagepublishing.com/marketing/advertising/mailings>
- [2] <https://cocoavillagepublishing.com/marketing/advertising/periodicals>
- [3] <https://cocoavillagepublishing.com/marketing/advertising/websites>
- [4] <http://www.cocoavillagepublishing.com/marketing/advertising/websites/banners/>
- [5] [http://www.cocoavillagepublishing.com/marketing/advertising/websites/search\\_engines/](http://www.cocoavillagepublishing.com/marketing/advertising/websites/search_engines/)