

IOWA ONLINE BANNER NETWORK

Place your banner ad on **52** Iowa newspaper websites!

Your banner ad is live for up to **30 days** & is guaranteed **500,000 impressions**.

\$1500

Standard IAB Sizes:

300 x 250

728 x 90

160 x 600



800-227-7636 | www.cnaads.com

Once impression goal is met, the ad will be taken off the sites. CNA will provide detailed reports of impressions served during online campaign. All ads will appear run of site. Static ads only. Space is limited. Ads will start as soon as space is available.

May 2017 Scarborough Research
CNA Consumer Media Usage Study

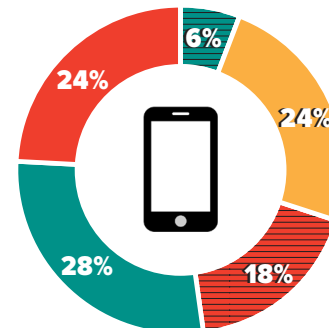
FREQUENCY OF IOWANS ACCESSING NEWS ON MOBILE DEVICES

21%

ARRIVE AT A
NEWSPAPER
WEBSITE AFTER
ANOTHER
WEBSITE RE-
DIRECTS THEM.

12% OF IOWANS
READ THEIR LOCAL
NEWSPAPER ON
THEIR PHONE
EVERY DAY OF THE
WEEK!

↓
38% ARE BETWEEN
AGES 18-34.

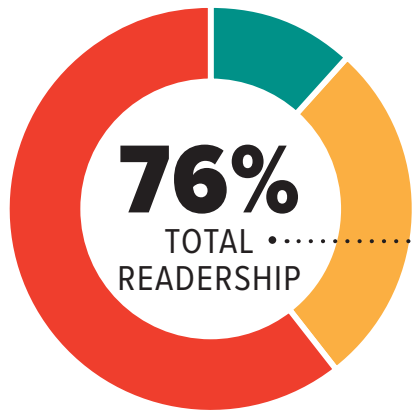


PER DAY
READERSHIP

- < ONCE A DAY
- ONCE A DAY
- TWICE A DAY
- 3-4 TIMES A DAY
- ≥ 5 TIMES A DAY

13%

OF IOWANS
SUBSCRIBE TO
NEWSPAPERS
TO RECEIVE
ONLINE
CONTENT.



76%
TOTAL
READERSHIP

of Iowans read their
local newspaper
in print along with
other platforms

- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

Iowa Online Banner Network Ad Specifications

160 x 600

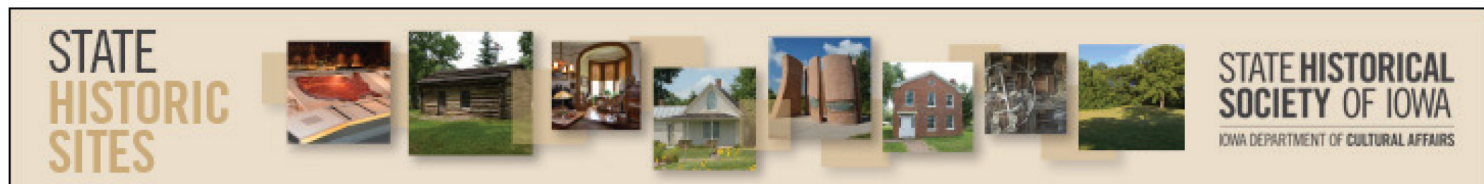


Banner Ad Design Tips:

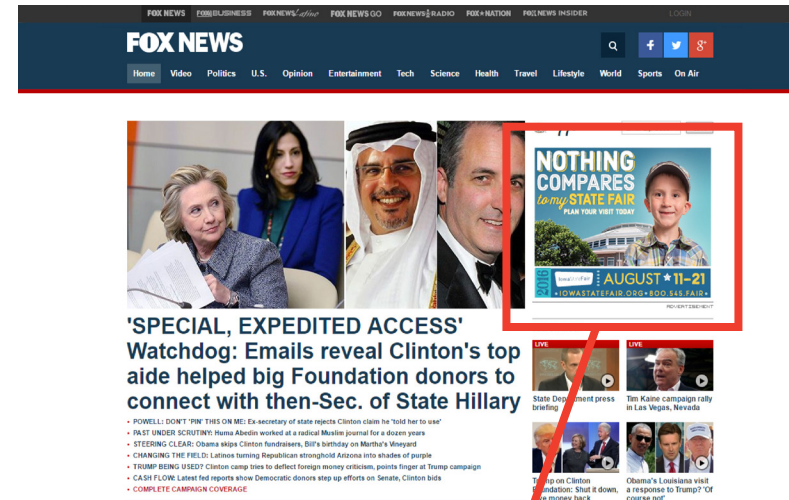
1. All banner ads should contain an offer and a link to capture the customer's data.
2. Banner ads should contain less than 20 words.
3. Good banner ads create an irresistible offer for the customer resulting in an instant click on the ad!



300 x 250



728 x 90



Example

Participating Online Newspaper Website:

Allison Butler County Tribune Journal
 Ames Tribune
 Belmont Independent
 Bloomfield Democrat
 Buffalo Center Tribune
 Cedar Rapids Gazette
 Calmar Courier
 Cascade Pioneer
 Charles City Press
 Clarion Wright Co. Monitor
 Clarksville Star
 Cresco Times Plain Dealer
 Creston News Advertiser
 Davenport Quad City Times
 Denver Forum
 Dubuque Telegraph Herald
 Dyersville Commercial
 Eagle Grove Eagle
 Eldora Herald-Ledger/Hardin County Index
 Fort Madison Daily Democrat

www.butlercountytribune.com
www.amestrib.com
www.belmondnews.com
www.bdemo.com
www.buffalocentertribune.com
www.thegazette.com
www.calmarcourier.com
www.cdpioneer.com
www.charlescitiypress.com
www.clarionnewsonline.com
www.butlercountytribune.com
www.crescotimes.com
www.crestonnewsadvertiser.com
www.qctimes.com
www.denveriaforum.com
www.thonline.com
www.dyersvillecommercial.com
www.theeaglegroveeagle.com
www.eldoradonewspapers.com
www.dailydem.com

Garner Leader
Grundy Register
Guttenberg Press
Hampton Chronicle
Harlan News Advertiser
Holstein Advance
Ida County Courier
Jesup Citizen Herald
Kalona News
Keokuk Daily Gate City
Lake City Graphic Advocate
Mason City Globe Gazette
Missouri Valley Times News
Monona Outlook
Monticello Express
Muscatine Journal
Nashua Reporter
New Hampton Tribune
Ogden Reporter
Parkersburg Eclipse
Postville Herald
Rockwell Pioneer Enterprise
Sheffield Press
Sigourney News Review
Sioux City Journal
Waukon Standard
Westside Observer

www.theleaderonline.net
www.thegrundyregister.com
www.gutenbergpress.com
www.hamptonchronicle.com
www.harlanonline.com
www.holsteinadvance.com
www.idacountycourier.com
www.jesupcitizenherald.com
www.kalonanews.com
www.dailygate.com
www.thegraphic-advocate.com
www.globegazette.com
www.missourivalleytimes.com
www.outlooknewspaper.com
www.monticelloexpress.com
www.muscateinejournal.com
www.nashuareporter.com
www.nhtrib.com
www.ogdenreporter.com
www.parkersburgeclipse.com
www.postvilleherald.com
www.thesheffieldpress.com
www.thesheffieldpress.com
www.sigourneynewsreview.com
www.siouxcityjournal.com
www.waukonstandard.com
www.westsideoobserveronline.com

