

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**.

\$2000

Standard IAB Sizes:

300 x 250

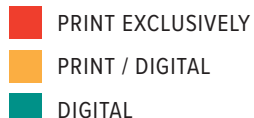
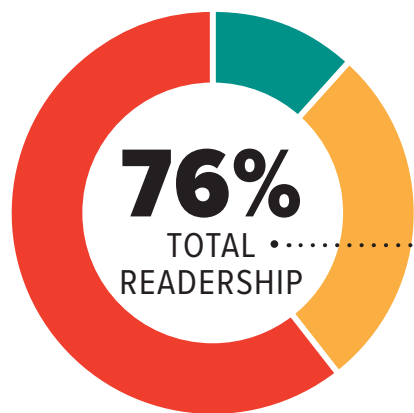
728 x 90

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.



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

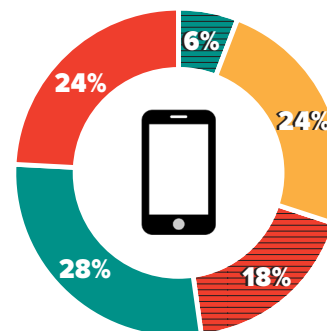
May 2017 Scarborough Research
CNA Consumer Media Usage Study

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.



13%
OF IOWANS SUBSCRIBE TO NEWSPAPERS TO RECEIVE ONLINE CONTENT.

Iowa Online Banner Network Ad Specifications

160 x 600

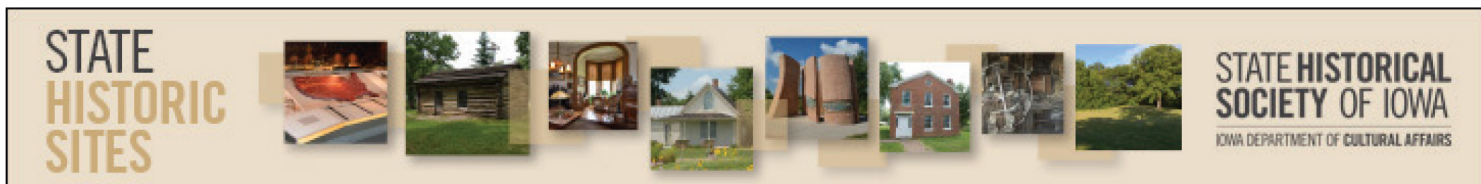


Banner Ad Design Tips:

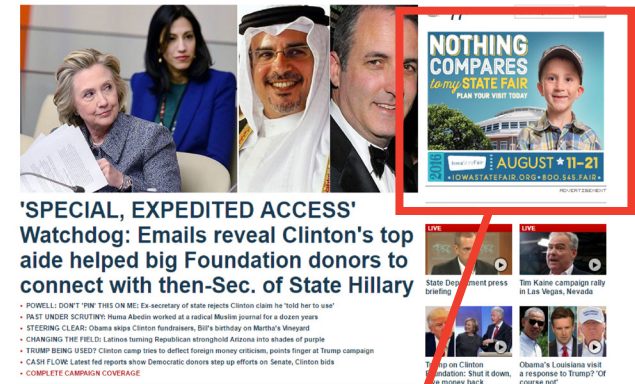
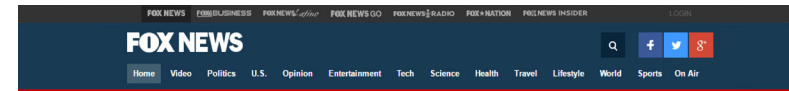
1. All banner ads should contain an offer and a link to capture the customer's data.
2. Banner ads should contain less than 20 words.
3. Good banner ads create an irresistible offer for the customer resulting in an instant click on the ad!



300 x 250



728 x 90



Example

Participating Online Newspaper Website:

Allison Butler County Tribune Journal
Ames Tribune
Belmond 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

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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
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Ogden Reporter
Parkersburg Eclipse
Postville Herald
Rockwell Pioneer Enterprise
Sheffield Press
Sigourney News Review
Sioux City Journal
Waukon Standard
Westside Observer

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