



INNSMOUTH

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FREE PRESS

ADVERTISING RATES

We feature several types of advertising at Innsmouth Free Press: traditional advertising, in-universe placement and sponsoring partnership.

Traditional advertising

We offer banner space for rent. We can also make a banner for you if you don't have one.

Price

Prices for banners vary depending on the size, placement and length of time the banner is up. All prices are in Canadian dollars. 1 Canadian dollar is equal to approximately 0.8 US dollars or 0.6 Euros. Please check exchange rates for most up to date information.

Banners can be skyscrapers (120 x 600 pixels), wide skyscrapers (160 x 600 pixels), or square buttons (125 x 125 pixels). Custom sizes available upon request.

You can buy shared placement or exclusive placement. We will not share a spot with more than three ads per time period purchased.

The standard length of time banners run is ten, twenty and thirty consecutive days. Ask about longer periods of time.

Type	Size	Placement	Length (days)	Price (CAD \$)
Skyscraper	120 x 600 pixels	Non-Exclusive	10	15
Skyscraper	120 x 600 pixels	Exclusive	10	18
Skyscraper	120 x 600 pixels	Non-Exclusive	20	20
Skyscraper	120 x 600 pixels	Exclusive	20	23
Skyscraper	120 x 600 pixels	Non-Exclusive	30	25
Skyscraper	120 x 600 pixels	Exclusive	30	28

Wide skyscraper	160 x 600 pixels	Non-Exclusive	10	17
Wide skyscraper	160 x 600 pixels	Exclusive	10	20
Wide skyscraper	160 x 600 pixels	Non-Exclusive	20	22
Wide skyscraper	160 x 600 pixels	Exclusive	20	25
Wide skyscraper	160 x 600 pixels	Non-Exclusive	30	27
Wide skyscraper	160 x 600 pixels	Exclusive	30	30
Square button	125 x 125 pixels	Non-Exclusive	10	5
Square button	125 x 125 pixels	Exclusive	10	7
Square button	125 x 125 pixels	Non-Exclusive	20	7
Square button	125 x 125 pixels	Exclusive	20	9
Square button	125 x 125 pixels	Non-Exclusive	30	9
Square button	125 x 125 pixels	Exclusive	30	11

Custom Banners

You can submit your own artwork, or let us create a banner for you. We charge a flat fee of \$70 for the creation of a skyscraper or wide skyscraper banner. Ads are not animated and you must provide the ad copy and any other relevant information, such as your logo. You can see some samples of promotional banners created for Innsmouth Free Press below.

Submitting Your Own Banner

Banner ads will be sized no larger than 160 x 600 pixels with a 200kb maximum file size. Files should be submitted as jpgs, pngs or gifs.

Payment and Deadlines

- Space must be booked at least 30 days in advance of the date you wish your ad to run in. For example, ads running in August should be booked in July.
- Banner files must be submitted at least 10 days before the date they are scheduled to run. For example, if your ad is scheduled to run August 20-15, you must deliver your banner on August 10.
- Payment must be made within 30 days of booking ad space.
- Payments are preferred via PayPal. Other forms of payment may be used if requested, but surcharges may apply.
- We reserve the right to reject any advertisement which is pornographic, defamatory or not in keeping with the editorial standards of the magazine.

In-Universe Placement

We're a fake news website, but we can advertise real products. You want to have your press release featured on our pages? Do you want a reporter to write about the release party of your book in the beautiful Arkham Museum of Art? Write the story and we'll put it up. Or let us write it for you. Consult us for rates.

Sponsorship Partnership

Do you want to sponsor one of our contest or events? We'll feature your logo and name in our advertising materials. It's a different and fun way to advertise your company. Consult us about sponsorship opportunities.

