

Averaging OVER 20,000 USERS DAILY



CAPEGAZETTE.com

provides the most comprehensive coverage of Cape Region news and information drawing readers with local interests in the Cape Region.

Over 2 million unique users from Rehoboth Beach and the surrounding metro areas choose CapeGazette.com as their source to stay in tune with the Delaware Beach market.

Web Rates

DISPLAY AND TARGETED CAMPAIGNS AVAILABLE

Purchasing your online advertising direct from CapeGazette.com ensures brand security and eliminates the possibility of ad fraud.

Display ads are served and reported through Google Ad Manager.

**Weekly buys only available as contracted inventory permits*

OPEN*	52 WEEK CONTRACT	ESTIMATED WEEKLY IMPRESSIONS	ESTIMATED ANNUAL IMPRESSIONS
\$125	\$115	14,500	750,000
\$185	\$175	22,000	1,125,000
\$240	\$225	29,000	1,500,000
\$290	\$280	36,000	1,875,000
\$350	\$325	43,000	2,250,000
\$375	\$365	50,000	2,625,000
\$420	\$405	58,000	3,000,000

Native Advertising Opportunities

AFFILIATE PROGRAM - A unique opportunity for businesses and organizations to create native content on CapeGazette.com. Members are able to connect with millions of users.

\$32 per week | \$10 per week for 501(c)(3)

Benefits include:

- Post business offers and briefs to the public
- Premium rotating 300x250 banner on story pages
- Your unique web address (mini-site) listed in our business directory
- RSS Feed available - Update social media accounts and website
- Submit calendar information
- Share your listing on social networks
- Google Map displays your primary location
- Use this program to drive more traffic to your site
- All posts indexed by major search engines

AFFILIATE REAL ESTATE PROGRAM - Real estate businesses can promote and post information including their property listings on CapeGazette.com. This program is sure to increase your website traffic numbers. Members are able to post their listing, offers, and specials in front of thousands of daily viewers for \$32 per week. Benefits are the same as the Affiliate program. The extra Real Estate Slot feature enables agents to post photos and information for prospective buyers.

REAL ESTATE SLOTS

The property-listing feature, for an added charge, includes:

- Main image & photo galleries
- Full details of property
- Google maps of property
- Agent contact and profile
- Social media tools

AFFILIATE / REAL ESTATE

Real Estate Slots Prices based on amount purchased per year.

1 Slot	\$200 per year
5 Slots	\$375 per year
10 Slots	\$650 per year
20 Slots	\$1000 per year
35 Slots	\$1575 per year

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Ask about having a customized, actively managed web campaign built for your business.

Please call 302-645-7700 or email adsales@capegazette.com to have a campaign customized to meet your needs.