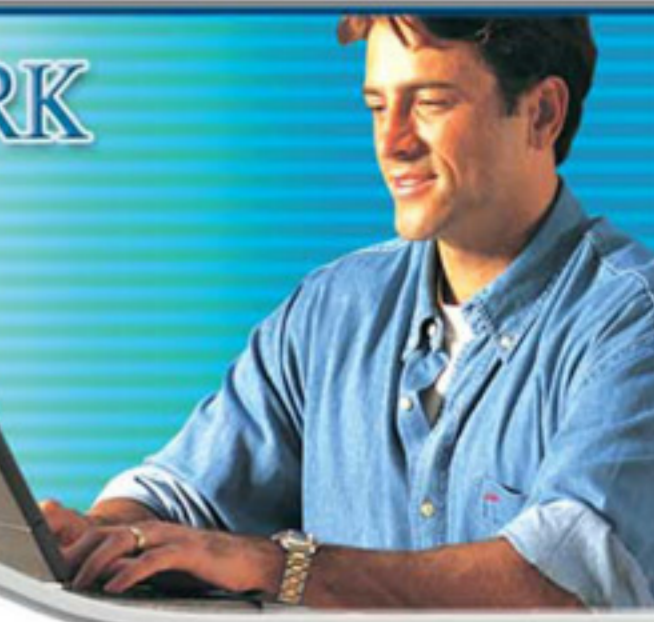


Discover the power of the internet with RGV Newspaper Network

RIO GRANDE VALLEY NEWSPAPER NETWORK

www.themonitor.com, www.valleystar.com, www.brownsvilleherald.com, www.lafronteratx.com,
www.elnuevoheraldo.com, www.mvtcnews.com, www.spislandbreeze.com



Net Online Rates

We attract an influential audience that tend to be deeply engaged with the communities of Southern Texas.

Leverage the RGV Network of websites to take command of the internet & reach local prospects. You can reach an additional 400,000 visitors on our websites every month!

Nearly 70% of our audience goes online weekly to research a product or service before purchasing it!

Advertising Unit Description	Spec	Section	CPM*
Leaderboard	728x90	Run of Site	\$15.00
Leaderboard Expanding Launch Unit	728x500/728x90	Run of Site	\$20.00
Medium Rectangle (Upper)	300x250	Run of Site	\$17.00
Medium Rectangle (Lower)	300x250	Run of Site	\$8.50
Medium Rectangle Expanding Launch Unit (Upper)	500x420/300x250	Run of Site	\$22.00
Medium Rectangle Expanding Launch Unit (Lower)	500x420/300x250	Run of Site	\$13.50
Skyscraper (Left Well)	160x600	Run of Site	\$7.50
Skyscraper Expanding Launch Unit (Left Well)	500x420/300x250	Run of Site	\$12.50
Post-It Note	300x250	Run of Site	\$30.00
Peel - Backs	980 x Varies	Run of Site	\$30.00
Floating Ads	Varies		\$30.00
Roll-Up with Leave Behind Unit	980x400/728x90	Home Page	\$35.00
Intro Message	640x480	Home Page	\$40.00
Interstitials	980 x Varies	Specific Section	\$35.00
Pop Unders	720x300	Run of Site	\$25.00
Video			
:15 Pre-Roll Video	480x360	Video	TOTAL per week \$750
Video Companion Ad	300x250	Video	
Video Bottom Leaderboard	728x90	Video	

Demographic Profile

70%
are 25-54 years old

51%
are female

58%
are married

45%
have household income of \$50K+

Targeting Upcharges	Incremental CPM
Geo Targeting (1 to 5 zip codes)	\$5.00
Geo Targeting (6 to 10 zip codes)	\$10.00
Section Targeting	\$5.00
Home Page Targeting	\$10.00
Rich Media*	varies*
Day of Week Targeting	\$5.00
Daypart Targeting	\$5.00

**May incur additional serving costs Above pricing DOES NOT include rich media creative executions.*

Please speak to your sales rep for additional information.

Robin Torres

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