

## ADVERTISING ON PACBIZTIMES.COM

Advertising on pacbiztimes.com provides another opportunity to promote your business. Please be sure to review the digital advertising specifications, here:

Accepted media include JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended. • Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.

The screenshot shows the homepage layout with several ad spots:
 

- TOP BANNER:** A large image of beer glasses with the headline "TRI-COUNTY BREWERIES WIN FEWER BEER FESTIVAL MEDALS".
- SIDE BOX (OPTION 1):** A vertical sidebar with the text "SIDE BOX (OPTION 1)".
- NEW PODCAST!:** A section for "CHARTING her course" sponsored by Bank of America, with a "CLICK TO LISTEN" button.
- SIDE BOX (OPTION 2):** A vertical sidebar with the text "SIDE BOX (OPTION 2)".
- CARTOONS:** A section titled "CARTOONS BY: HARVEY SCHWADRON" featuring a cartoon illustration.
- LATEST NEWS:** A list of news items with small images and headlines, such as "California Lutheran University president stepping down" and "57 health care workers to be laid off in Sili Valley".

This screenshot shows a "TOP BANNER" area with a "SPONSORED BY" banner. Below it, there are "POPULAR ARTICLES" with headlines like "Wells Fargo grants will help small businesses recover from fire" and "Wells Fargo, WEV present \$450,000 in grants to 60 small businesses". There are also "CLICK HERE TO SIGN UP" buttons for newsletters.

This screenshot shows the "THURSDAY newsbreak" email newsletter for Thursday, December 13, 2018. It features a "TOP BANNER (E-NEWSLETTER)" and a "SIDE BOX (E-NEWSLETTER)". The main content includes:
 

- Munger donates coastal ranch to UCSB:** Charles Munger, vice chairman of Berkshire Hathaway, has donated the 1,800-acre Las Varas Ranch to UC Santa Barbara. [Read more](#)
- Esplanade Shopping Center sold:** The 356,864-square-foot Esplanade Shopping Center in Oxnard was acquired by Investec Real Estate Companies. [Read more](#)
- Farm bill will impact Tri-Counties:** (Text partially visible)

DIGITAL AD PLACEMENT	SIZE (width x height in pixels)	RATE
<b>HOMEPAGE</b>		
Top Banner, Fixed ( <i>Displayed throughout the entire website</i> )	1150 x 125	3/8 page pricing
Side Box - Option 1	350 x 250	1/8 page pricing
Side Box - Option 2	350 x 600	1/4 page pricing
<b>SECTION AD</b>		
"Sponsored by" Banner	750 x 90	1/2 page pricing
<b>E-NEWSLETTERS</b>		
Top Banner	600 x 290	3/8 page pricing
Side Box	300 x 250	1/4 page pricing