

Ad Specs & Rates

STLtoday.com follows IAB (Interactive Advertising Bureau) ad standards.

Ad Format	CPM	Dimension	File Weight
Leaderboard	\$15	728x90 px	30Kb
Big Ad	\$20	300x250 px	30Kb
Wide Skyscraper	\$20	160x600 px	30Kb
Skybox	\$10	160x90 px	15Kb

Yahoo!

Run of Network: Run ads on Yahoo! targeted to the St. Louis DMA. Big Rectangle \$14 cpm.

Behavioral Targeting: Reach your customers with Yahoo! Behavioral Targeting. Behavior categories include Entertainment, Travel, Education, Politics, Finance, Health and Auto. Big Rectangle \$35 cpm

