

# 2014

## Bakersfield.com Rates

### About Bakersfield.com

- Bakersfield.com is the number one local onlinesource for news and entertainment information.\*
- Together, Bakersfield.com and The Bakersfield Californian reach 57% of the adults in metro Bakersfield every week.\*
- We have options for every budget and can create a customized marketing program including developing the creative and providing you with customized traffic reports, all free of charge.

\*Scarborough Research 2011 R2

### Bakersfield.com network of sites

- Bakersfield.com
- BakersfieldCalifornian.com
- TehachapiNews.com
- BakersfieldBusinessGuide.com
- BakersfieldBuyandSell.com
- BakersfieldDrive.com
- BakersfieldHomeHunter.com
- BakersfieldLife.com
- BakersfieldVoice.com
- KernEvents.com

### Bakersfield.com Rates

#### Homepage - Any Size

Leader Board (728x90). Big Box (300x250).....\$18 cpm  
 Time/Day/Week Part.....+\$3 cpm

#### Section Specific

Leader Board (728x90). Big Box (300x250).....\$15 cpm  
 Time/Day/Week Part.....+\$3 cpm

#### Monster Ad (300x600)

Local.....\$400 wk\*  
 Business/Sports/A&E (includes Lifestyle).....\$300 wk\*  
 Jobs/Weather.....\$200/wk\*

\*7-day increments, run Mon-Sun

#### Run of Network - Any Size

Leader Board (728x90), Big Box (300x250).....\$10 cpm  
 Time/Day/Week Part.....+\$3 cpm  
 Geo Targeting.....+\$3 cpm

#### Takeover/Pencil/Wallpaper

Banner Takeover - Homepage.....\$1000 day Mon-Fri & \$700 Day Sat-Sun  
 Pencil - Homepage .....\$300 day/\$250 day mini run 3 in 60 days  
 Wallpaper - Homepage.....\$250 day  
 Pencil and Wallpaper Homepage Package .....\$400 day  
 Takeover Homepage (Banner, Pencil, Wallpaper) Package.....\$1200 day  
 Mon-Fri & \$900 day Sat-Sun

#### Video

First Look Packages

No contract (minimum buy of 10 spots).....\$15 per spot  
 3-month contract (minimum buy of 40 spots).....\$13 per spot  
 6-month contract (minimum buy of 40 spots).....\$12 per spot  
 12-month contract (minimum buy of 40 spots).....\$10 per spot

Video Production - 30-second spot.....\$699  
 Video Production - slideshow.....\$199  
 On-location Photo Shoot.....\$75/hr\*

\*Minimum 1 hour. Billed in 15 minute increments

#### The Bakersfield Californian e-Edition

e-Edition online only ads.....\$250/pg/day & \$400/pgs/day\*  
 \*2-page minimum

#### Yahoo! Target Marketing

Ask account representative for details.

**Cancel Policy:** Orders must be canceled two business days prior to start, otherwise client will be billed 50% of order.

**Discounts:** 20% discount for qualified non-profit 501c3 organizations. All other discounts are subject to approval by the Online Sales Manager.