



Digital Advertising Opportunities

Our goal for our website is to show you a return on your online advertising investment and we provide monthly performance reports for your campaign. We OPTIMIZE our site to drive traffic and ensure high impressions to your online ads. We focus not only on the overall site performance, but on the **engagement** of our site users: How long they spend on the site, how often they visit and how many pages they view.

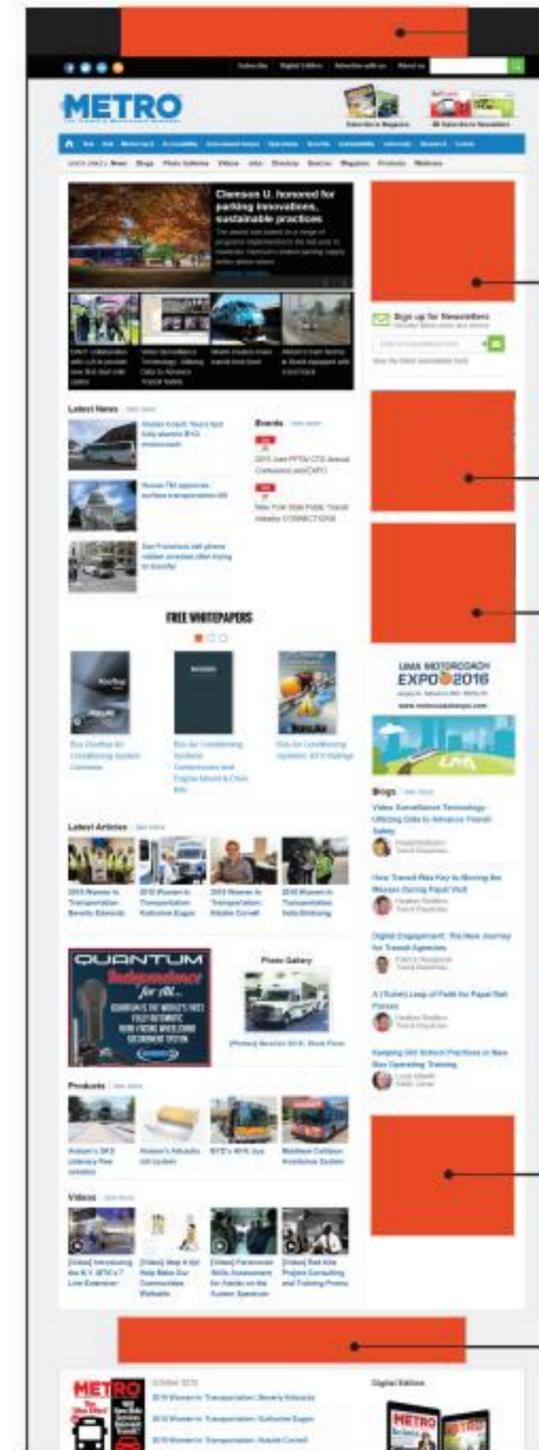
Banner ads are attention-getting and brand-building, as well as a cost-effective and simple way to complement your print advertising campaign. You can use a variety of formats in your banner ads, including static, HTML5, expandable and video.

There's a 40kb max file size for all.

Remarketing

METRO Magazine also offers remarketing, which is a powerful way to reach customers who have shown interest in a particular subject. It can provide continual brand exposure across many platforms, better targeting, flexible budget, and improved conversion rates.

Metro-Magazine.com Banner Ads Options



Top Leaderboard
Size: 728x90
Rate: \$70 CPM

Right Square 1
Size: 300x250
Rate: \$65 CPM

Right Square 2
Size: 300x250
Rate: \$55 CPM

Right Square 3
Size: 300x250
Rate: \$45 CPM

Right Square 4
Size: 300x250
Rate: \$35 CPM

Bottom Leaderboard
Size: 728x90
Rate: \$35 CPM



Mobile Advertising Opportunities

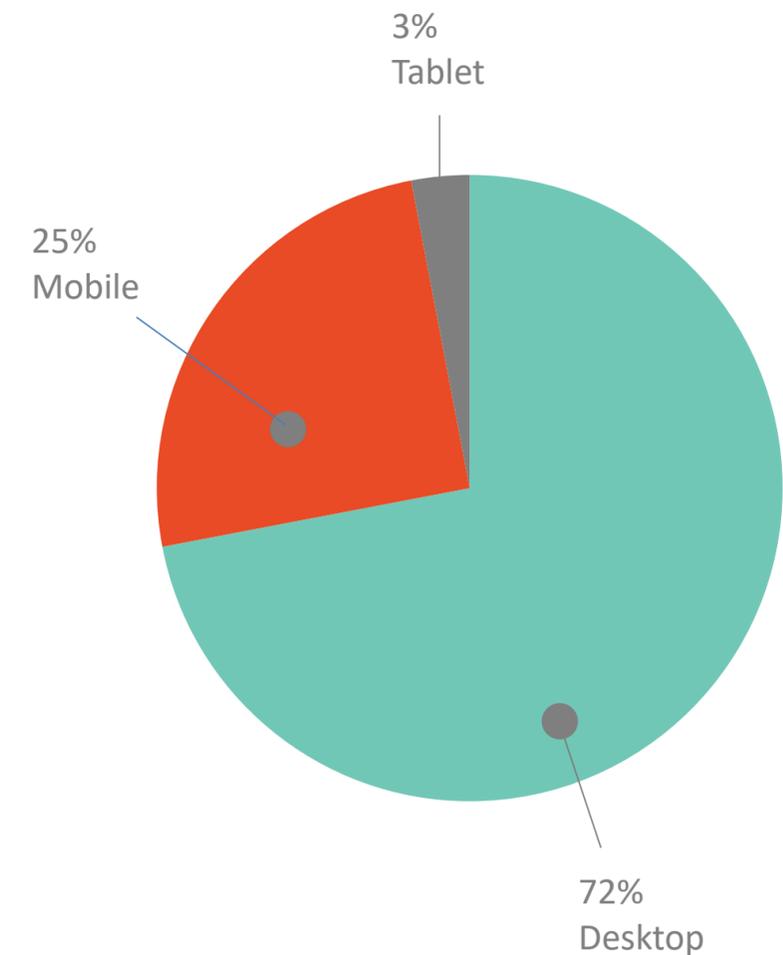
Reach your audience anywhere they go with the power of mobile advertising. Smartphone use changes the way the web is viewed. Not only is the interface smaller, but users browse differently. For those reasons, our mobile website layout is completely different than the desktop version for optimal user experience and ad display.

Mobile Banner Ad Options

AD UNIT	SIZE	PAGE	POSITION	RATE
Mobile Leaderboard	320x50	ROS	Top	\$60 CPM
Mobile Leaderboard Extended	320x100	ROS	Top	\$90 CPM
Mobile Leaderboard	320x50	ROS	Middle	\$60 CPM
Mobile Leaderboard Extended	320x100	ROS	Middle	\$90 CPM
Medium Rectangle	300x250	ROS	Bottom	\$60 CPM
Mobile Prestitial	300x250	ROS		\$90 CPM



How METRO's online users visit the site*:



*Google Analytics, January-July, 2019



Rich Media

Prestitial



Prestitials are well-known to be high impact and generate very high click rates. A prestitial displays as a full page for 15 seconds whenever a user goes to our site, regardless of which page they enter on. Users are given the option to skip past the prestitial. Rate: \$125 CPM.

Page Peel



Page peels engage a user directly with your ad in an interactive way. It starts as a page curl in the upper right corner of the homepage. When the curl is moused over, the page peels down to present a 500x500 clickable advertisement. Client provides material, or METRO can assist with creation of the ad. We can track hovers as well as clicks for this position. Rate: \$100 CPM

Push-Up Leaderboard



A push-up leaderboard pops up at the bottom of the page and will display for a period of time, even as the user scrolls. 728x90 or 970x90 sizes are accepted. Rate: \$100 CPM

Outstream Video



Outstream videos allow advertisers to reach prospective customers in a new and exciting way. Your video expands within the content of the page once at least 50% of the video is in view. The video auto plays while in view and pauses when not, ensuring viewers don't miss out on any important information. Rate: \$125 CPM