

Observer

Web and Video Ad Rates

www.observernewspaperonline.com

As the market leader in Deerfield Beach, Lighthouse Point and Pompano Beach, the *Observer* reaches over 40,000 readers between its print and online coverage

Advertise during one of our LIVE Community Broadcasts

Advertisers will receive the following:

- A 58 second video ad profiling your business or organization
- A 30 x 60 banner ad to be hung at the event if applicable
- Video ads can be premade video, slideshow or custom produced by the *Observer* (extra fee)

**Be seen LIVE by thousands of viewers on
ObserverTV's webcast of local events**



- Videos are archived and available for viewing for 30 days
- \$400 per LIVE Broadcast; Discounts available for multiple videos
- \$200 commercial placement in recorded On Demand videos
- Webcast an event for \$250/hour – includes own channel, DVD of event and professional editing
- Want the *Observer* to record your event? \$100/hour with DVD and professional editing

Generate new web traffic with online advertising

MONTHLY PAGE RATES	BANNER ADS	BOX ADS
Home Page:	\$400	\$300
ObserverTV:	\$400	\$300
Breaking News:	\$250	\$150
Headlines:	\$250	\$150
Inside Pages:	\$150	\$75

20% discount if combined with print advertising

