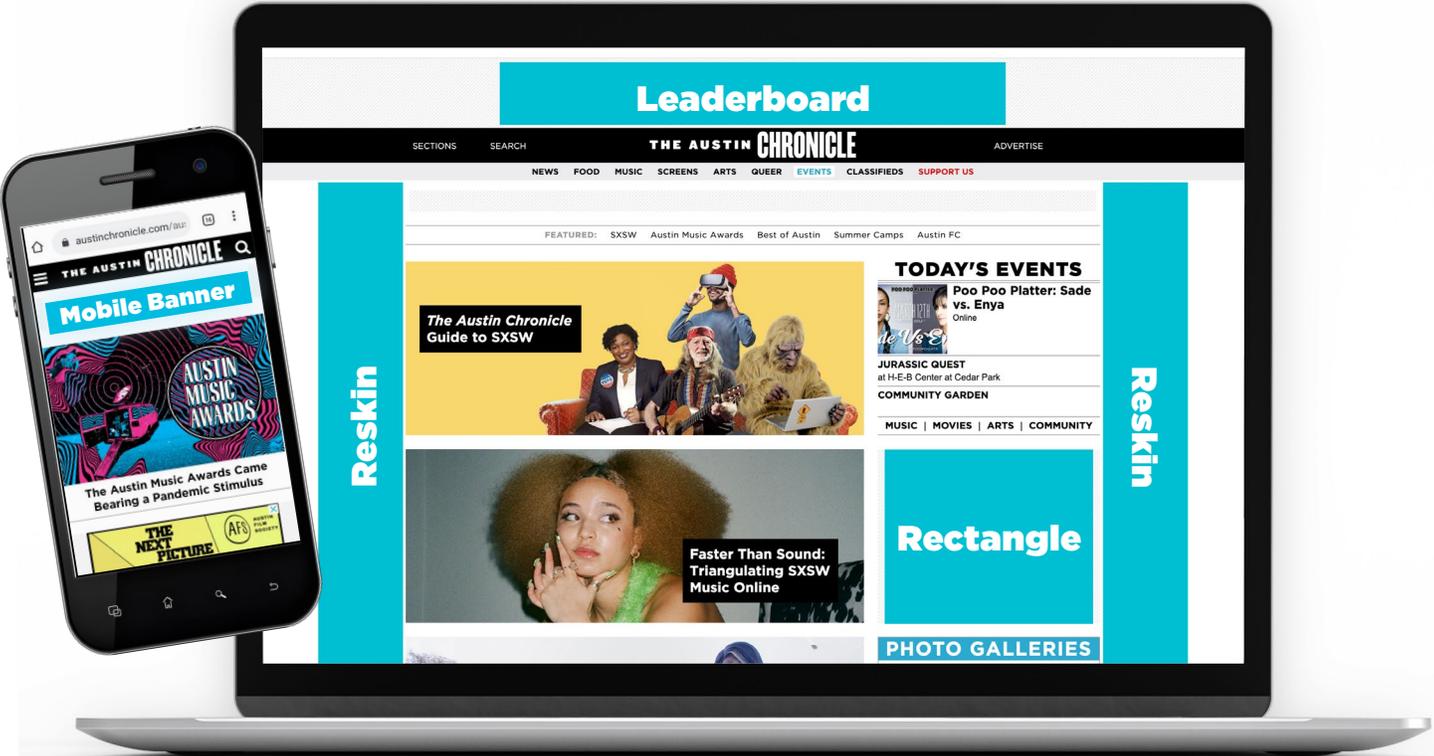# THE AUSTIN CHRONICLE

ONLINE RATES

Readers are multi-platform. Your advertising should be too.

Build frequency and reach a larger audience when combining print, online desktop, and mobile.

Ad Submission Information

The Austin Chronicle can build your online ad at no additional cost. Logo and any additional art or fonts to be used must be provided by advertiser. Deadline for art submission to build your online ad is one week prior to the scheduled run.

ACCEPTABLE FILE TYPES:
GIF, PNG, JPG, HTML

MAXIMUM FILE SIZE:
40KB

Leaderboard 728 x 90 pixels

Rectangle 300 x 250 pixels

Mobile Banner 320 x 50 pixels

RUN OF SITE: **$6/CPM**

SECTION TARGETED: **$8/CPM**

DESKTOP ONLY: **$10/CPM**

MOBILE ONLY: **$10/CPM**

ABOVE THE FOLD ONLY: **ADD $2/CPM**

Desktop Reskin

HOME PAGE, FOOD, SCREENS, NEWS, OR MUSIC (BARS & CLUBS):
$200/DAY

120 x 700 pixels on each side (1250 x 700 total area)

Contact us for information on pencil bars, desktop pushdowns and other special options!

AUSTINCHRONICLE.COM   4000 N. IH 35   AUSTIN, TX 78751   P 512.454.5766   F 512.458.6910