

2012 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

BakersfieldBusinessGuide.com

BakersfieldBuyandSell.com

BakersfieldCalifornian.com

BakersfieldDrive.com

BakersfieldHomeHunter.com

BakersfieldLife.com

BakersfieldMom.com

BakersfieldVoice.com

KernEvents.com

TehachapiBuyandSell.com

TehachapiNews.com

Bakersfield.com Rates

Home Page-Any Size

Leader Board (728x90), Big Box (300x250),
Skyscraper (120x600).....\$18 cpm

Jobs

Leader Board (728x90)\$13 cpm
Education/Training Sponsors (button)\$125 mo

Section Specific

Leader Board (728x90),Big Box (300x250)\$15 cpm

Monster Ad (300x600)

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

*7-day increments, run Mon-Sun

Run of Site-Any Size

Leader Board (728x90),Big Box (300x250),
Skyscraper (160x600)\$10 cpm
Day/Week Part.....+\$3 cpm
Geo Targeting.....+\$3 cpm

Run of Network-Any Size

Leader Board (728x90), Big Box (300x250)\$8 cpm
Day/Week Part.....+\$3 cpm

The Bakersfield Californian e-Edition

Skyscraper (120x600).....\$300 mo
Interstitial Pages\$250/Pg/Day & \$400/2 pgs/day*
Sponsorship\$750 wk

*2-page minimum

Other Ad Units

Pencil.....\$300 day/\$250 day mini run 3 in 60 days
Wallpaper\$250 day
Banner Takeover\$1000 day Mon-Fri & \$700 day Sat & Sun

Yahoo! Target Marketing

Run of Network.....\$8 cpm
Geography OR Demographic\$9 cpm
Geography AND Demographic\$10 cpm
Behavior, Geography OR Demographic.....\$15 cpm
Behavior, Geography AND Demographic\$16 cpm

20% Discount for Qualified Non-Profit 501c3 Organization