

Louisiana

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# COMP BLOG

## Advertising Specs

### *Contact*

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### *Available ad spaces*

- Daily (9 AM Monday-Friday) Comp News Bulletin email: header (5 spaces available, one month commitment)
- Weekly Headlines (Thursday 2 PM) email: header (1 space per week available)

### *Required ad image sizes*

- Header: 1040px wide x 100px tall

### *Relevant Statistics (as of 1.6.16)*

- Weekly compblog.com pageviews average between 500 and 1,000
- New visitors account for 63% of site sessions
- Newsletters have a total 344 subscribers
- Daily Comp News Bulletin delivered to 237 subscribers with an average 37% open rate (industry average 18%)
- Weekly Headlines delivered to 304 subscribers with an average 45% open rate

### *Pricing (minimum one month commitment required, reinstated monthly until cancellation request)*

- Daily Comp News Bulletin
  - header: \$100 per send for each day of the week (M-F)
  - ex: Monday slot purchased for February 2017 which contains four Mondays, 4 X \$100 = \$400 for February 2017
- Weekly Headlines

- header: \$125 per send (Th)