

Louisiana

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, min 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 5.1.17)

- Weekly compblog.com pageviews average between 700 and 1,500
- New visitors account for 72% of site sessions
- Newsletters have a total 486 subscribers
- Daily Comp News Bulletin delivered to 344 subscribers with an average 20% open rate (industry average 18%)
- Weekly Headlines delivered to 427 subscribers with an average 25% 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: 4X100 = \$400 for February 2017
- Weekly Headlines
 - header: \$125 per send (Th)