

# Coventry Telegraph advertising rate card

The screenshot shows the Coventry Telegraph website layout with several advertising opportunities:

- Leader Board/Banner:** A large green banner at the top with the text "Change what you give. Change the world." and "changing the present".
- Buttons/Tiles:** A vertical stack of small ads on the right side, including "The Griffin Holiday Flats" and "Beaches Hotel".
- Skyscrapers:** A tall, narrow vertical ad on the right side for "10M6 FIBRE OPTIC BROADBAND".

## Leader Board/Banner (Nat/Local)

- 1 Rotating ad slot only
- Size – 728W x 90H pixels
- Can take a 468W x 60H Banner size instead.
- £10 CPM \*\*

## Button/Tile (Nat/Local)

- 5 slots –
- 2 above Skyscraper & 3 below
- All rotating ad slots
- Size – 160W x 60H pixels
- £8 CPM \*\*

## Skyscrapers (Nat/Local)

- 1 Rotating ad slot only
- Size – 160W x 600H pixels
- £14 CPM \*\*

\*\* CPM = Cost per thousand page impressions  
Delivery and click through reports available upon request.

### File formats for Creative Moving image

- .gif – animated Gif
- .swf – Flash
- Static image
- .gif – Gif
- .jpg – Jpeg