

MMG Digital Media Kit



The largest local digital audience
in the Goulburn and Murray Valleys

McPherson

MEDIA GROUP

Display Advertising

Leaderboard



Ad Size: 728px (w) x 90px (h)
Pricing: Per 1000 views
Devices: Desktop, Tablet



Large Banner



Ad Size: 970px (w) x 90px (h)
Pricing: Per 1000 views
Devices: Desktop



Medium Rectangle



Ad Size: 300px (w) x 250px (h)
Pricing: Per 1000 views
Devices: Desktop, Tablet, Mobile



Half Page



Ad Size: 300px (w) x 600px (h)
Pricing: Per 1000 views
Devices: Desktop



Premium Executions

Billboard



Ad Size: 970px (w) x 250px (h)
Pricing: Per 1000 views
Devices: Desktop



Roadblock



Ad Size: 728px (w) x 90px (h)
300px (w) x 250px (h)
Pricing: Per Day
Devices: Desktop, Tablet, Mobile



Site Takeover



Ad Size: Custom
and Medium Rectangle
Pricing: Per Day
Devices: Desktop



Skins



Ad Size: 1900px (w) x 1800px (h)
Pricing: Per Day
Devices: Desktop



Premium Executions

Campaign Tile



Ad Size: 1170px (w) x 480px (h)
Format: .Jpeg
Pricing: Daily, Weekly
Devices: Desktop, Tablet, Mobile



Mobile Advertising

Standard Banner



Ad Size:
320px (w) x 50px (h)

Pricing:
Per 1000 views

Devices:
Mobile

Large Banner



Ad Size:
320px (w) x 100px (h)

Pricing:
Per 1000 views

Devices:
Mobile

Standard Adhesion Banner



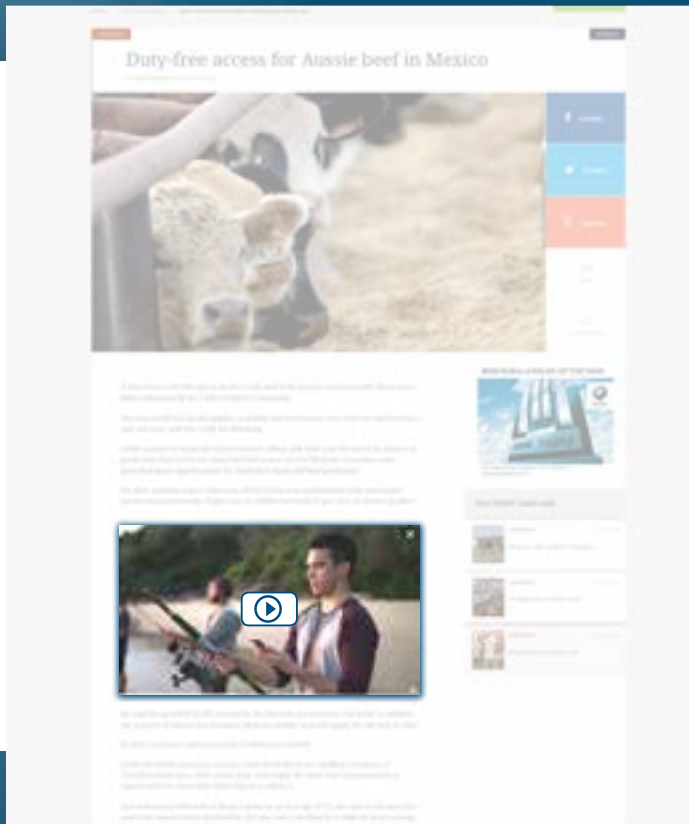
Ad Size:
320px (w) x 50px (h)

Pricing:
Per 1000 views

Devices:
Mobile

Video Advertising

In Article



Video Length:
90sec maximum

Placement:
All article pages

Pricing:
Per 1000 Views



Feature Page

Feature Page



Editorial Stories:
Unlimited – Including photos
and video

Social Media Feeds:
Twitter, Facebook,
YouTube, Instagram

Promotion:
External use of Feature Page URL

Pricing:
Monthly



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Promoted Content

Promoted Content



- Text:**
300 words
- Photos:**
12 maximum
- Placement:**
Home Page or Category Pages
- Pricing:**
Weekly



Promoted Content with Video

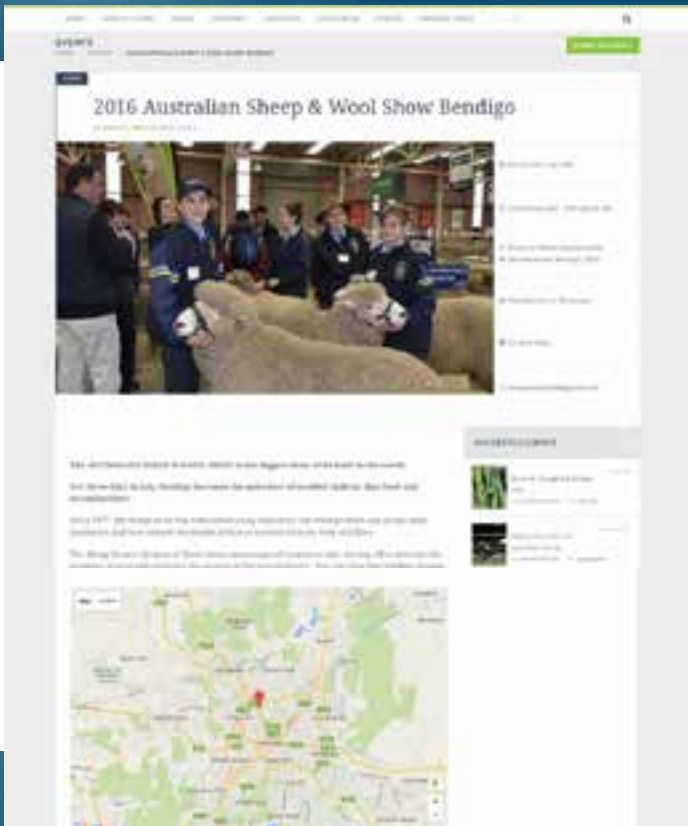


- Video Length:**
90sec maximum
- Text:**
300 words
- Photos:**
12 maximum
- Placement:**
Home Page or Category Pages
- Pricing:**
Weekly



Event Listing

Event Listing

**Event Information:**

Date, Time, Location, Website Link, Email Link

Editorial Content:

Up to 300 words

Photos:

1 Feature Photograph

Social Sharing:

Twitter, Facebook, Google +, Email

Location:

Google Mapping

Promotion:

External use of Event Page URL

Pricing:

Monthly



Facebook Campaign

Facebook Campaign

**Editorial Content:**

Up to 300 words

Photos:

1 Feature Photograph

Video:

Up to 90 seconds

Audience:

Targeted to requested demographic and location

Pricing:

On application



MMG Digital Advertising Inventory

Local News

Advertisement	Size (pixels)	Desktop	Tablet	Mobile
Display Advertising				
Leaderboard	728 x 90	✓	✓	X
Medium Rectangle	300 x 250	✓	✓	✓
Large Banner	970 x 90	✓	X	X
Half Page	300 x 600	✓	✓	X
Billboard	970 x 250	✓	X	X
Skins	NA	✓	X	X
Site Roadblock	NA	✓	✓	✓
Site Takeover	NA	✓	X	X
Campaign Tile	1170 x 480	✓	✓	✓
Mobile Advertising				
Large Banner (Mobile)	320 x 100	X	X	✓
Standard Banner (Mobile)	320 x 50	X	X	✓
Standard Adhesion Banner (Mobile)	320 x 50	X	X	✓
Video Advertising				
Video - In article	NA	✓	✓	✓
Promoted Content				
Promoted Content	NA	✓	✓	✓
Promoted Content - Video	NA	✓	✓	✓
Promoted Content - Exclusive Advertising	NA	✓	✓	✓
Feature Page				
Feature Page	NA	✓	✓	✓
Event Listing				
Event Listing	NA	✓	✓	✓
Facebook Campaign				
Facebook Campaign	NA	✓	✓	✓