

Web Ad Positions

All ad sizes are in pixels — w=width h = height
 CPM = One Thousand Impressions
 Ads are sold in blocks of 20 CPM units (20,000 impressions)
 Full reporting of impressions is provided.

Not Shown:

Orange Pages

A web page with your message and one photo. Orange Pages are promoted on ocolly.com using random text-only links and hosted at orange.ocolly.com. \$25 per month.

Podcasts

includes graphic and 30 sec. audio clip
 Size: 300w x 300h
 Per Episode: \$2



Medium Rectangle

Size: 300w x 250h
 CPM: \$6.50
 Articles Only



Bottom Leaderboard

Size: 728w x 90h
 CPM: \$6.00
 Articles Only

The screenshot shows a web page layout with several ad positions marked with callout letters:

- A (Top Leaderboard):** Located at the top right of the page, featuring a dog's face and the text "Cat got your tongue? Let O'Colly Online do the talking."
- B (Skyscraper):** A vertical ad on the right side of the page with the text "Let O'Colly Online do the talking. The best way to reach the Orange Nation."
- C (Medium Rectangle):** A rectangular ad on the left side of the page featuring a magnifying glass over the text "O'Colly.com classifieds".
- D (Bottom Leaderboard):** Located at the bottom of the page, identical to the Top Leaderboard ad.
- E (Button):** A vertical stack of small rectangular ads on the right side, including logos for "SMITTEL", "UNIVERSITY", "Maple 400", "Center Oaks", "Sycamore Creek Apartments", "Cantus 21", and "OC HELP".



Top Leaderboard
 Size: 728w x 90h
 CPM: \$7.50
 Run of Site



Skyscraper
 Size: 120w x 600h
 CPM: \$7.00
 Run of Site



Button
 Size: 120w x 60h
 CPM: \$5.00
 Run of Site

