



Advertise with Dane Buy Local

Dane Buy Local web site (danebuylocal.com)

- Features nearly 800 members in south central Wisconsin
- More than 15,000 page views monthly



Leaderboard Ad (Rotating)

- Placement: Top of each page
- Only two ads per month
- Dimensions: 728 (w) x 90 (h) pixels, jpg format
- URL required to link to advertiser's site
- Cost: \$125 / month



Skyscraper Ad (Rotating)

- Placement: On right side of each page, halfway down
- No more than four ads in this space during one month
- Dimensions: 160 (w) x 600 (h) pixels, jpg format,
- URL required
- Cost: \$75 / month

Buzz eNewsletter (1,500+ subscribers)

- Updates on news, member events, special media promotions, and exclusive opportunities
- Sent on the 1st and 3rd Wednesday of each month
- Reaches over 1,500+ subscribers
- Dimensions and Cost: Listed below, jpg format, URL required

	Size	Cost: 1 month (2 issues)	Cost: 2 months (4 issues)
Top	600x98	\$150	\$225
Middle	450x90	\$120	\$180
Bottom	450x90	\$105	\$165



Local Lifestyle eNewsletter (4,000+ subscribers)

- Tips and information on living a 'local lifestyle' in south central Wisconsin
- More than 4,100 subscribers (consumers interested in supporting local businesses)
- Dimensions: 400 (w) x 96 (h) pixels, jpg format, URL required
- Cost: \$125/month



Special Discount: Buy any two ads and receive a 10% discount

6300 Enterprise Lane • Madison, WI 53719 • 608.729.7345 • barb@danebuylocal.com

Policies: No national advertising accepted on any digital product. Must be a current Dane Buy Local Member to advertise. Ad placement at the discretion of DBL staff. Ad reservation and payment must be received 1 week in advance of publication. Contact Barb Cheron-Peterson at 608-729-7345 or barb@danebuylocal.com.