

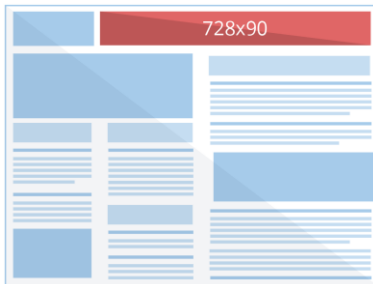
## Online Advertising Pricing 2021

\*\*\*\*Special prices through April 30, 2021\*\*\*\*

*(All rates are weekly)*

### Standard Display Ads:

Leaderboard \$200  
**728 x 90** (7.58 x .94)



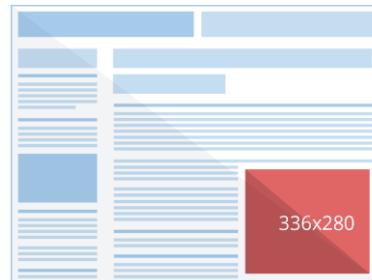
Wide skyscraper \$140  
**160 x 600** (1.67 x 6.25)



Half page \$150  
**300 x 600**



Large rectangle \$100  
**336 x 280** (3.5 x 2.92)



## More Advertising Opportunities

### Native Ads - \$95

Content created by you that is featured as sponsored content.

### Editorial Sponsorship Article - \$200

Content created by us to promote and advertise your business in a news-style format.

### Pre-Roll

Video ad before news content plays

:15s/:30s/:60s - \$150

### Social Media

Instagram or Facebook Ads - Flat rate of \$50 per post

### Mixed Media Package

1 Pre-Roll video (:15s/:30s/:60s)

1 Editorial Sponsorship Article

1 Large rectangle rotating ad (4 weeks)

**TOTAL: Flat rate of \$500**

The screenshot displays the Bayou Beat website interface. At the top, the navigation bar includes categories: NEWS, BUSINESS, ENTERTAINMENT, LIFESTYLE, TRAVEL, EATS & TWEETS, EVENTS, and LOCAL DIRECTORY. The main content area features a large orange headline: "Feature article on site". Below this, a sub-headline reads "Black restaurateur talks survival, lessons learned during COVID-19". The article text begins with "HOUSTON — When times get hard, or when sudden life changes happen, it is common practice for people to decide it is time to reinvent..." and is attributed to the Editor-in-Chief, dated September 20, 2020. To the right of the article is a photo of a man and a woman. Below the article is a Luby's restaurant advertisement with the headline "You can still enjoy the fish! Some Luby's restaurants to remain open" and a sub-headline "HOUSTON — If you don't appreciate a good thing, it may just go away." To the right of the Luby's ad is a "WEEKEND BRUNCH IS BACK!" promotion for Saturday and Sunday from 10A to 4P, featuring \$10 champagne bottles and a live DJ every Saturday and Sunday. A small blue box in the top right corner contains a COVID-19 message: "We are better when we all do our part to stop the spread of COVID-19. Together, we can put Houston on the road to recovery. Thank you for making it-own BETTER. TOGETHER. houstonhealth.org".