



Internet Wording and definitions:

"Impression" - An advertisement's appearance on an accessed web page... For example, if the page you're on shows your ad, that's one impression. Advertisers use impressions to measure the number of views their ads receive, and publishers often sell ad space according to impressions. Impressions are tracked in a log maintained by a site server and are often sold on a cost per thousand (CPM) basis OR a monthly basis with a guarantee of reaching up to X amount impressions.

Impressions are how often your ad was seen. It could have been seen by the same internet surfer multiple times, which is a good thing. Keep in mind you want to be repetitive in your advertising.

WGNS Guarantees 50,000 Monthly Impressions:

While most media outlets that offer news remove ads once they hit the 50,000 mark, WGNS leaves your ad active the entire month. In other words, if you advertise online with a different news outlet and you purchase 50,000 impressions monthly, once it hits that number - even if it is only online for one week - the ad is removed. At WGNSradio.com, if you invest in one month of online advertising - you get the ad all month, even if you hit 50,000 impressions on day one due to a large or breaking news story.

Top Banner Ads on WGNSradio.com:

All top banner ads rotate throughout the site. The top banner ads are 975X50 pixels or 308X155 pixels in size. Your ad will rotate with other advertisers 24/7. *Monthly Investment: \$400*

Right or Left Sidebar Ads on WGNSradio.com:

All sidebar ads have run of site scheduling, just like the top banner ads. The sidebar ads are 300X250 pixels in size. Your ad will rotate with other advertisers 24/7. *Monthly Investment: \$200*

UNIQUE VISITORS

In the past 12 months, WGNSradio.com has had 7,070,804 Unique Visitors

WGNSradio.com sees up to 884,876 unique visitors monthly

Depending on what news stories are unfolding, we may see up to 28,544 unique visits daily