THE CALBAYOG JOURNAL · EST. 2014 · EASTERN VISAYAS

Media Kit & Rate Card

2026

BY THE NUMBERS

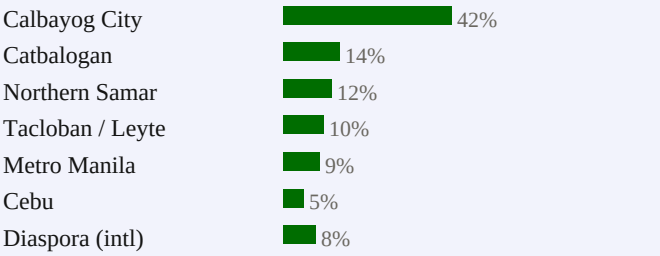
180,000
Combined followers
Across Calbayog and the diaspora

700+
Articles published
Since 2014

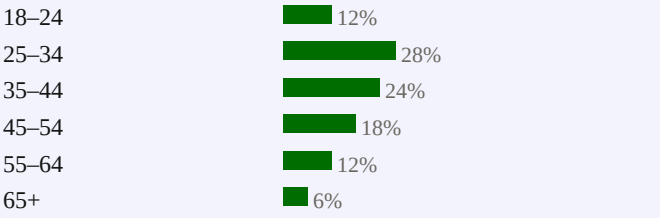
12 years
Publishing without interruption
Daily coverage of Eastern Visayas

8
Newsroom staff
Full-time reporters and editors

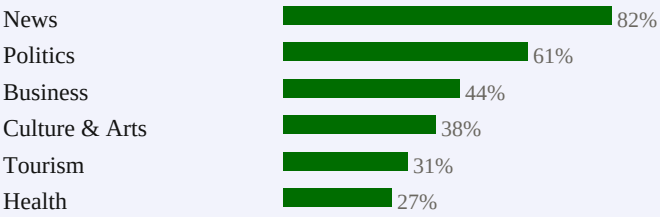
Geography



Age



Interests (top sections)



AD PLACEMENTS

Leaderboard	728 × 90	Above the fold · all pages
Billboard	970 × 250	Hero zone · highest impact
MPU (Medium Rectangle)	300 × 250	Sidebar · top of fold
Half-page	300 × 600	Sidebar · sticky scroll
Native (In-feed)	Responsive	Editorial-style · 3× CTR avg
Inline Banner	468 × 90	Between stories
Sticky Footer	970 × 60	Persistent · all-page
Sponsor Tile	120 × 120	Community partners grid

Sponsored Article	Full feature	Per article · disclosed

All rates exclusive of 12% VAT · 20% off on quarterly commitments · 35% off for civic and barangay announcements · Contact the advertising desk for a quote.

CREATIVE SPECIFICATIONS

File formats

- Static: JPG, PNG, GIF
- Animated: GIF, HTML5 (?200 KB)
- Video: MP4 H.264 (autoplay muted)

Weight limits

- Static banner: max 150 KB
- HTML5 ad: max 200 KB initial
- Video: max 2 MB · 15 seconds

Lead time

- Standard placements: 3 business days
- Sponsored articles: 7 business days
- Print magazine: 14 business days

Disclosure

- All paid placements labeled "Advertisement"
- Sponsored content labeled "Paid post"
- Editorial integrity is non-negotiable