



WEBSITE BANNER ADVERTISING

Effective May 2011 • Rate Card B3

HOME PAGE: Subject To Availability

Banner	Size	Monthly Rate	Yearly Rate
Leaderboard	728 x 90	\$397	\$4,049
Full Banner	468 x 60	\$259	\$2,642
Super Vertical	120 x 480	\$316	\$3,223
Vertical Banner	120 x 240	\$259	\$2,642

PREMIUM PAGES: Subject To Availability

Banner	Size	Monthly Rate	Yearly Rate
Leaderboard	728 x 90	\$300	\$3,060
Full Banner	468 x 60	\$175	\$1,785
Super Vertical	120 x 480	\$225	\$2,295
Vertical Banner	120 x 240	\$175	\$1,785

File Requirements

Standard Files:

File Size: 25k max

Color: RGB color format

Save As: 72 dpi resolution

Save As: GIF or JPEG format

Links: Link address must be provided with reservation form.

Flash Files: (Please save file to Flash version 6 or below)

File Size: 25k max

Looping: 3 max

Links: Flash files must have URL links embedded

Codes: Quick tagging codes must be embedded

Color: RGB color format

Save As: 72 dpi resolution

We will accept but DO NOT recommend Flash files:

For your banner ad to be seen across all digital platforms, we recommend you DO NOT use Flash files. GIF or JPEG is preferred.

General Information

No refunds for ads cancelled less than one week before scheduled ad date.

All ads must be received one week before ad is scheduled to go live on site.

All ads must be named with advertising company name.

A linking URL must be submitted along with each ad.

Ad space is not guaranteed after space reservation expires.

Publishers Development must approve all ads and promotional copy within banner ads.

All website banner ads are published on the 1st and 15th of each month.

E-mail banner ads to: tracy@artsandactivities.com

WEBSITE BANNER ADVERTISING

LEADERBOARD

728 X 90

(Limit One Per Page)

FULL BANNER

468 X 60

(Limit Two Per Page)

All banner ad samples are NOT to actual size.

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**VERTICAL
BANNER
120 X 240
(Limit Two Per Page)**

**SUPER
VERTICAL
BANNER
120 X 480
(Limit One Per Page)**