

2025 DIGITAL RATES



WEB BANNERS (Desktop and Mobile)	\$100/10,000 Impressions, CPM (Cost Per Mille) - \$10
WEBSITE SKIN	\$1,000/24 Hours (100% SOV)
SPONSORED SLIDESHOW	\$1,500 (Includes Up to 20 Slides)
DEDICATED EMAIL BLAST	\$1,000
E-NEWSLETTER (Wednesday, Thursday, or Friday)	Sponsored Banner Ad - \$300 Content Rectangle - \$300 Promotional Listing (Thursday Only) - \$300
SPONSORED SOCIAL MEDIA	\$1000 standard

Size	Dimensions in Pixels (WxH)
Mobile Rectangle	300 x 250
Mobile Banner	320 x 50
Mobile Interstitial	300 x 250
Leaderboard	728 x 90
Newsletter Ad	640 x 100
Medium Rectangle	300 x 250
Half Page	300 x 600
Skin	Background: 2000 x 1200
	Empty Space: 1020 x 990
	Text Safe Area: 200 x 570 (x2)
Billboard	970 x 90
Expanded Billboard	970 x 90 > 970 x 250
Dedicated EBLast	640 x 640

Ask about bundling digital marketing outlets for additional savings!

DEADLINE & REQUIREMENTS

Deadline for electronically-submitted ads:

Three business days prior to post date.
Sponsored slideshows need a week's lead time.
Social media posts need two weeks lead time.

Sending the File:

CC Your ad to your sales rep as an attachment (JPG, GIF, PNG or Zip archive file)

Include:

- Advertiser's/Billing Name
- Type or size of ad (Reskin, 300x250, etc.)
- Contact Name & Phone Number

If the ad does not meet these requirements, we cannot guarantee the quality of the finished product.

Current ad Requirements:

Color Mode: RGB or Grayscale (no CMYK)

Image Resolution: 72 dpi

Image Formats: JPG is preferred. GIF if sending an animated file. PNG for reskin 300x250 w/ transparent background.

File Size:

Desktop Banners - 50k max file size

Mobile Banners - 20k max file size

E-Newsletter - 20k max file size

Dedicated Email Blast - 100k max file size

Website Wallpaper/Reskin - 75k max file size total

Supported Applications: InDesign, Adobe Photoshop, Adobe Illustrator