

VERTICAL	CALENDAR	MUSIC	FOOD	NEWS
Visibility Above the Fold	\$960	\$560	\$600	\$1,200
Impressions	80,000	40,000	50,000	80,000
ENTRY	CALENDAR	MUSIC	FOOD	NEWS
Takeover	\$600	\$200	\$200	\$600
Impressions	6,000	2,000	2,000	6,000
SLIDESHOW	CALENDAR	MUSIC	FOOD	NEWS
Companion	\$500	\$160	\$160	\$80
Impressions	250,000	40,000	80,000	40,000

BILLBOARD	ROS	CHANNEL
970x90	\$12	\$15
970x250	\$15	\$18
Expandable	\$20	\$22
IMPRESSIONS	ROS	CHANNEL
(CPM) All Sizes	\$10	\$12

E-NEWSLETTER	
Exclusive Eblast	\$1,500
E-Newsletter Banner Thursday	\$250
Sponsored Listing Thursday	\$250
Flavor Banner or Med Rec	\$250
NATIVE CONTENT	
Sponsored Slideshow	\$600
Sponsored Blog Post	\$600
FIRST LOOK + COMPANION	
Desktop	\$500
Mobile	\$750
Combo	\$1000
AUDIENCE EXTENSION	
All Sizes	\$10+ CPM

DEADLINE & REQUIREMENTS

Deadline for electronically-submitted ads:

Two business days prior to post date.

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