

# MAGAZINE WEBSITE

## *Standard Ad Sizes and Specs*

Super Banner (Leaderboard Banner)  
728 pixels x 90 pixels  
30KB max file size  
GIF or Flash\*  
Per year \$6,500 • Per quarter \$1,695

Button Ad  
120 pixels x 90 pixels  
10KB max file size  
GIF or Flash\*  
Per year \$2,100  
Per quarter \$595

Big Box Ad  
300 pixels x 250 pixels  
30KB max file size  
GIF or Flash\*  
Per year \$3,500 • Per quarter \$995



Inquire about our  
Weekly E-Newsletter  
sponsorship

Skyscraper Ad  
160 pixels x 600 pixels  
30KB max file size  
GIF or Flash\*  
Per year \$2,800  
Per quarter \$895

- \* Note Flash ads are for web sites ONLY. Flash is not accepted for email newsletters. Flash ads have additional instructions that MUST be completed in order for us to track in BanManPro.
- \* Premium rates available for print/online advertising packages.

# MEDIA KIT ONLINE



## ONLINE BANNERS

AD TYPE	SIZE (PIXELS)	MAX. FILE SIZE	FILE FORMAT	RATE PER MONTH	RATE PER YEAR
Transitional Ad or Interstitial or Roadblock	600 x 400	50K	JPG, GIF, Flash	\$605	\$7,000
Leaderboard or Superbanner	728 x 90	30K	JPG, GIF, Flash	\$565	\$6,500
Big Box	300 x 250	30K	JPG, GIF, Flash	\$330	\$3,500
Skyscraper	160 x 600	30K	JPG, GIF, Flash	\$299	\$2,800
Button or Tile	120 x 90	15K	JPG, GIF, Flash	\$199	\$2,100

### Special Instructions:

- Animation Time Limit: Total animation time for all loops should not exceed 15 seconds
- Sound: Must be user-generated on click
- Video: Must be user-generated on click
- Flash Banners: In order for us to track click-throughs in Adobe Flash ads, the Flash banner must be modified.

For instructions, please go to <http://www.iabcanada.com/clicktag/instructions.shtml>

All Flash ad submissions must also include a gif file of the ad.

## E-NEWSLETTER BANNERS

AD TYPE	SIZE (PIXELS)	MAX. FILE SIZE	FILE FORMAT	RATE PER MONTH	RATE PER YEAR
Leaderboard or Superbanner	728 x 90	30K	JPG, GIF	\$565	\$6,500
Big Box	300 x 250	30K	JPG, GIF	\$330	\$3,500
Skyscraper	160 x 600	30K	JPG, GIF	\$299	\$2,800
Button or Tile	120 x 90	15K	JPG, GIF	\$199	\$2,100

### Note:

- Ads served by a third-party vendor are not accepted in the e-newsletters

## BUYERS' GUIDE

AD TYPE	RATE PER MONTH	RATE PER YEAR
Enhanced Listing	N/A	\$595
Premium Listing	N/A	\$795

**E-MAIL BLASTS AVAILABLE** *Ask your sales rep for details.*

**For further information, please contact your Pulp & Paper Canada representative:**

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