



WEBSITE ADVERTISING

Website Advertising Specs

	Standard Ad Units (net rates per thousand impressions)			
	Medium Rectangle: \$130 CPM	Leaderboard: \$140 CPM	Billboard: \$150 CPM	Welcome Ad: \$2,700 net/week
AVAILABILITY	CURRENT	CURRENT	CURRENT	CURRENT
PLATFORMS SERVED	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP
Dimensions (W x H in pixels)	300 x 250	728 x 90	970 x 250	640 x 480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Maximum File Load Size	40 KB	40 KB	40 KB	60 KB
Maximum Animation Frame Rate	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length	15 fps	15 fps	15 fps	15 fps
Maximum Video Length	Video not allowed for these units			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Hot Spot	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range	0-4,999	0-4,999	0-4,999	0-4,999
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG, HTML5

Leaderboard

- 728 x 90 pixels
- 40k file size limit
- Animation

Billboard

- 970 x 250 pixels
- 40k file size limit
- Animation, rich media acceptable

Medium Rectangle

- 300 x 250 pixels
- 40k file size limit
- Animation, rich media acceptable

Native

- 728 x 90 pixels
- 40k file size limit

The screenshot displays a website layout with several advertising spots. At the top, there's a purple navigation bar with the text 'FOOD PROCESSING'. Below it, a banner ad for 'Quality protein ingredients powering your ideas' is visible. The main content area features an article titled '2020 R&D Team of the Year: Mary's Gone Crackers' with a photo of the team. To the right of the article is a 'KEY TECHNOLOGY' billboard ad. Below the article, there are three medium rectangle ads: one for 'Quality protein ingredients', one for '#1 BEST SELLING' (a globe), and one for 'INDIAN WE GUST SAUCE SOLUTION'. At the bottom, there's a '2020 R&D Trends Survey' ad and a 'Native' ad for 'Mary's Gone Crackers' featuring a product image.