



## WEBSITE DISPLAY ADVERTISING

	STANDARD AD UNITS (RATES PER THOUSAND IMPRESSIONS (NET))			
	Medium Rectangle: \$150	Leaderboard: \$160	Billboard: \$170	Welcome Ad: \$3,250/week
AVAILABILITY	CURRENT	CURRENT	CURRENT	CURRENT
PLATFORMS SERVED	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE
Dimensions (WxH in pixels)	300x250	728x90	970x250	640x480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Max File Load Size	60 KB	60 KB	40 KB	60 KB
Max 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
Third Party Tags	Yes	No	No	Yes
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG