

WEBSITE ADVERTISING

Diverse Ad Units, Flexible Costs, Superior Performance

Website Advertising

Website advertising is an effective way to accomplish two distinct missions with your target audience: creating brand awareness and developing measurable engagement. Plant Services offers a wide range of online advertising units to meet your goals .

Why Use Website Ads?

- Branding and awareness
- Flexibility
- Engagement

Monthly Reporting

Plant Services prides itself on its reporting and analysis which provide you all the key data you need on impressions served over what period and click-through rates on your ad.

PLANTSERVICES.COM ADVERTISING RATES		
Standard Ad Units (rates per M impressions)		
Leaderboard	728x90 pixels; 60k file size limit; animation, rich media acceptable	\$160
Medium Rectangle	300x250 pixels; 40k file size limit; animation, rich media acceptable	\$150
Billboard	970x250 pixels; 60k file size limit; animation, rich media acceptable	\$170
Welcome Ad	640x480 pixels; 60k file size limit; gif, jpg, png, or 3rd party tags acceptable	\$300

To Learn More Contact:

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WEBSITE UNITS, RATES & SPECIFICATIONS

Standard Ad Units (net rates per thousand impressions)				
	Medium Rectangle: \$150	Leaderboard: \$160	Billboard: \$170	Welcome Ad: \$300
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			
Maximum File Load Size	40 KB	60 KB	60 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
Third Party Tags	Yes	No	No	Yes
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG

* Additional style guidelines available upon request