

Banner Ads

Showcase your brand across multiple sites.

Objectives

Increase your exposure to a targeted audience based on a horizontal and/or vertical topic

- Build your digital footprint
- Showcase your brand's personality
- Leverage premium placements for brand exposure
- Drive traffic to your site
- Economize

High Impact Banner Ads

Leverage premium ad placements to showcase your brand in weekly increments with high impact banner ads:

Super Leaderboard



2000 x 200 and 800 x 400

Wallpaper Banners



728 x 90 at top
Two 140 x 900 on left and right side

Call to Action



250 x 300
static on home page
25 words and image

Traditional Banner Ads

Increase brand exposure with banner ads:

Leaderboard*



728 x 90

Medium Rectangle*



300 x 250

Wide Skyscraper*



160 x 600

Half Page



300x 600

* *Acceptable sizes for retargeting.*

Most standard banners now run inside the article. Banner material is needed five (5) business days prior to the publish date. Animations should be no longer than 15 seconds, and file sizes no larger than 150 Kb. Metrics are delivered monthly unless otherwise specified.

Interested in banner ads? Contact your marketing consultant today.