

JOURNALSTAR.COM AD CREATIVE SPEC SHEET



REVEAL - \$1500 RB/\$30 CPM

- 1920x600**
(1000x400 Recommended for video)
- Animated, video (optional) or static
 - Max file size: 150k
 - Video max length 15-30 seconds
 - File format: jpg, png, gif, YouTube

- 800x250**
- Static
 - Max file size: 80k
 - File format: jpg, png

*Ticketing Slot-Size: 2x1



PENCIL - \$1325 RB/\$25 CPM

Average CTR 0.83%*

- 1170x50 (Collapsed)**
- Static
 - Max file size: 40k
 - File format: gif, jpg, png
 - 100px gap on right for expand/close button
- 1170x300 (Expanded)**
- Static
 - Max file size: 100k
 - File format: gif, jpg, png

- 480x50 (Collapsed)**
- Static
 - Max file size: 40k
 - File format: jpg, png, gif
 - 50px gap on right for expand/close button
- 480x250 (Expanded)**
- Static
 - Max file size: 40k
 - File format: gif, jpg, png

*Ticketing Slot-Size: 2x1



BILLBOARD - \$1000 RB/\$25 CPM*

Average CTR 0.18%*

- 970x250**
- Animated or static
 - Max file size: 100k
 - File format: jpg, png, gif, html

- 320x50**
- Animated or Static
 - Max file size: 40k
 - File format: jpg, png, gif, html

*Ticketing Sizes: 970x250 + 320x50



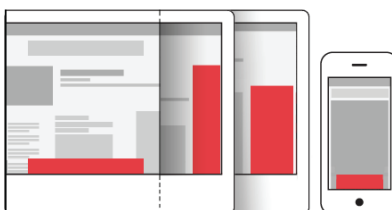
FLOATING BAR - \$900 RB/\$20 CPM

Average CTR 2.77%*

- 1170x70**
- Static
 - Max file size: 100k
 - File format: gif, jpg, png

- 480x50**
- Static
 - Max file size: 60k
 - File format: gif, jpg, png

*Ticketing Slot-Size: 1x1
[frequency cap 1 per]



MULTI-SCREEN ADHESION - \$25 CPM

- 300x600**
- Static Floating Big Ad
 - Max file size: 100k
 - File format: gif, jpg, png
 - Changes ad size to match viewer's display window
- 160x600**
- Static
 - Max file size: 60k
 - File format: gif, jpg, png

- 728x90**
- Static Floating Footer
 - Max file size: 40k
 - File format: gif, jpg, png
- 320x100**
- Static
 - Max file size: 40k
 - File format: gif, jpg, png

*Ticketing Slot-Size: 1x1
[frequency cap 1 per]



GALLERY SPONSOR - \$1500 RB/\$25 CPM Average CTR 0.25%*

- 300x250 & 728x90**
- Animated or static
 - Max file size 50k
 - File format: jpg, png, gif

- 300x250 & 320x50**
- Static
 - Max file size: 40k
 - File format: jpg, png, gif

*Ticketing Sizes: 300x250 + 728x90
300x250 + 320x50



NATIVE CONTENT

Associate Headline

- 80 Character Limit

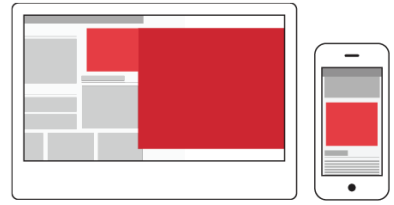
Grid Image - 800x450(16:9 ratio)

- Static
- Max file size 40k
- File format: jpg, png, gif

Native Article (Optional)

- Static
- File format: HTML

*Ticketing Slot-Size: 3x1



SIDEKICK - \$1650 RB/\$30 CPM

Average CTR 0.13%*

300x250 or 300x600

- Animated or static
- Max file size: 100k
- File format: jpg, png, gif

850x700 (Expanded)

- Animated or static
- Max file size: 150k
- File format: jpg, png, gif

*Ticketing Sizes: 300x250 or 300x600



LEADERBOARD - \$14 CPM

Average CTR 0.16%*

728x90

- Animated or static
- Max file size: 50k
- File format: jpg, png, gif, html

320x50

- Animated or static
- Max file size: 40k
- File format: gif, jpg, png

*Ticketing Sizes: 728x90 + 320x50



MEDIUM RECTANGLE - \$16 CPM

Average CTR 0.19%*

300x250

- Animated, video or static
- Max file size: 50k
- File format: jpg, png, gif, html, mov, mp4, flv, mpeg, avi
- Video cannot exceed 30 seconds

300x250

- Static
- Max file size: 40k
- File format: jpg, png, gif, html

*Ticketing Size: 300x250



HALFPAGE - \$18 CPM

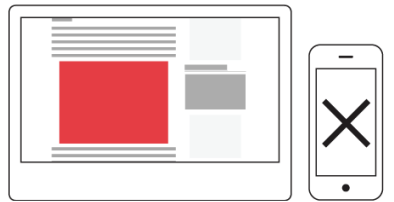
300x600

- Animated, video or static
- Max file size: 60k
- File format: jpg, png, gif, html, mov, mp4, flv, mpeg, mpg, avi
- Video cannot exceed 30 seconds

300x600

- Static
- Max file size: 60k
- File format: jpg, png, gif, html

*Ticketing Size: 300x250



In-VIEW VIDEO - \$35 CPM

640x480 or 400x300

- Video
- Cannot exceed 30 seconds
- File format: mov, mp4, flv, mpeg, mpg, avi, YouTube URL

*Ticketing Sizes: 640x480 or 400x300



ADMAIL - \$1600/\$25 CPM

600x2600 (max)

- Static
- Max file size: 300k
- File format: jpg, png, gif, html
- Includes 10,000 banner impressions utilizing promotional template

*Ticketing Size: 300x250
[Today's Mail Promotional]
Admail Sent Via Whatcounts (Third Party Program)

Bundle any digital ad with your print ad and receive 20% off
Geotargeting available for an additional \$2 CPM

DIGITAL RATES:

Static (New Build & Pickup w/Change) \$25
Conversion \$10

*Average CTR's are based upon data compiled across all device types Mar 1,2016 Through April 21, 2017. Results may vary and are not guaranteed.