

JOURNALSTAR.COM AD CREATIVE SPEC SHEET



REVEAL

Average CTR 0.64%*

1920x600

(1000x400 Static portion for video-Reveal)

- Animated, video (optional) or static
- Max file size: 150k (72dpi)
- Video max length 15-30 seconds
- File format: jpg, png, gif, YouTube

800x250

- Static
- Max file size: 80k (72dpi)
- File format: jpg, png



PENCIL

Average CTR 0.83%*

1170x50 (Collapsed)

- Static
- Max file size: 40k (72dpi)
- File format: gif, jpg, png
- 100px gap on right for expand/close button

480x50 (Collapsed)

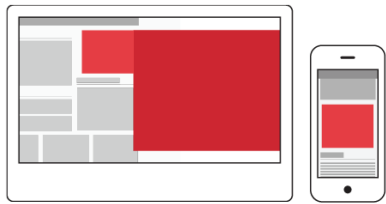
- Static
- Max file size: 40k (72dpi)
- File format: jpg, png, gif
- 50px gap on right for expand/close button

1170x300 (Expanded)

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

480x250 (Expanded)

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



SIDEKICK

Average CTR 0.13%*

300x250 or 300x600

- Animated or static
- Max file size: 100k (72dpi)
- File format: jpg, png, gif

850x700 (Expanded)

- Animated or static
- Max file size: 150k (72dpi)
- File format: jpg, png, gif

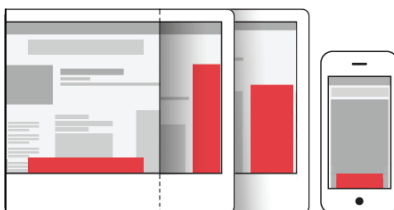


BILLBOARD

Average CTR 0.25%*

970x250

- Animated or static
- Max file size: 100k (72dpi)
- File format: jpg, png, gif, html



MULTI-SCREEN ADHESION

NEW*

300x600

- Static Floating Big Ad
- Max file size: 100k (72dpi)
- File format: gif, jpg, png
- Changes ad size to match viewer's display window

728x90

[frequency cap 1 per]

- Static Floating Footer
- Max file size: 40k (72dpi)
- File format: gif, jpg, png

160x600

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

320x100

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



FLOATING BAR - \$20 CPM

Average CTR 0.46%*

1170x70

- Static
- Max file size: 100k (72dpi)
- File format: gif, jpg, png

480x50

[frequency cap 1 per]

- Static
- Max file size: 60k (72dpi)
- File format: gif, jpg, png



RUN OF SITE IMPRESSIONS

Average CTR 0.12%*

300x250, 300x600, 728x90, 320x50

- Animated (10 sec) or static
- Max file size: 60k (72dpi)
- File format: jpg, png, gif, html, flv

TARGETED

Page • Demographic • Interest Targeting



NATIVE AD UNIT

Average CTR 0.15%*

Associate Headline

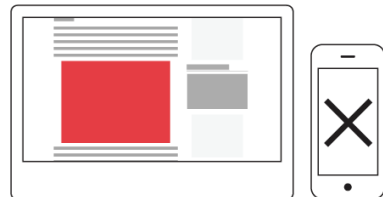
- 80 Character Limit

Grid Image - 800x450 (16:9 ratio)

- Static
- Max file size 40k (72dpi)
- File format: jpg, png, gif

Native Content

- Additional cost for custom content creation



In-VIEW VIDEO

Average CTR 0.19%*

640x480 or 400x300

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

Media Type - Video Standard



VIDEO

Average CTR 0.19%*

300x250

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

Media Type - Video Standard



GALLERY SPONSOR

Average CTR 0.25%*

300x250 & 728x90

- Animated or static
- Max file size 50k (72dpi)
- File format: jpg, png, gif

300x250 & 320x50

- Static
- Max file size: 40k (72dpi)
- File format: jpg, png, gif



ADMAIL

Average CTR 0.21%*

600x2600 (max)

- 45,000+ subscribers
- Static
- Max file size: 300k (72dpi)
- File format: jpg, png, gif, html
- Includes 10,000 banner impressions utilizing promotional template

[Today's Mail Promotional]

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 Jan. 1, 2017 Through Dec. 6, 2017. Results may vary and are not guaranteed.