DIGITAL AD RATES

Ad	Homepage	Run of Site	Targeted	Special Events
Leaderboard (header) 728x90 Desktop & Tablet Share of Voice (SOV)	$650 33%	$300 33%	$500 33%	$750 33%
Leaderboard (mid-page) 728x90 Desktop & Tablet - SOV	$550 33%	NA	NA	NA
Half Page 300x600 Desktop & Tablet - SOV	$750 33%	NA	NA	NA
Medium Rectangle 300x250 Desktop & Tablet - SOV	$650 33%	NA	NA	NA
Mobile 320x50 Mobile - SOV	$350 25%			
Text with Image 120x120 with lines of text All Devices - SOV	$750 100%	$ 500 33%	$350 100%	$500 100%	$750 100%

Specifications	Size	Max File Size	File type
Leaderboard	728 x 90	40 KB	JPEG, GIF, SWF
Half Page	300 x 600	40 KB	JPEG, GIF, SWF
Medium Rectangle	300 x 250	40 KB	JPEG, GIF, SWF
Mobile	320 x 50	7.5 KB	JPEG, GIF, PNG
TEXT with Image	120 x 120	40 KB	JPEG, GIF, PNG
TEXT	45 characters for title (2 lines) 120 paragraph characters (4 lines)		