

Programmatic Advertising

Overview

Through our programmatic advertising packages online readers continue to see your ad as they browse the web, keeping your message top of mind. Additional customers are reached through keyword and category retargeting. Program tiers guarantee a minimum number of impressions each month.

- Access to over 4.7 billion impressions daily
- Available inventory on over 285,000 websites and mobile devices
- Exclusive access to our qualified audience
- Real time bidding environment with multiple ad exchanges
- Retargeting and conversion tracking capabilities
- Built in multi-level fraud protection

Targeting Tactics



**Search
Retargeting**



Geo-Targeting



**Contextual
Targeting**



**Site
Retargeting**

Program Features

Option 1 **\$1,875**

- Minimum Reach: 150K impressions per month

Option 2 **\$3,125**

- Minimum Reach: 250K impressions per month

Option 3 **\$4,375**

- Minimum Reach: 350K impressions per month

Additional impression packages available

Specs

Banner Type	Dimensions	File Size	Format
Leaderboard	728x90	200k max	Static jpg or gif
Medium Rectangle	300x250	200k max	Static jpg or gif
Wide Skyscraper	160x600	200k max	Static jpg or gif
Mobile Leaderboard	320x50	200k max	Static jpg or gif
Half-page ad	300x600	200k max	Static jpg or gif

SPECIAL INSTRUCTIONS: Full URL for all sizes