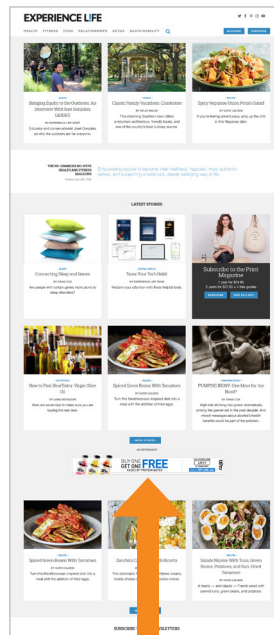


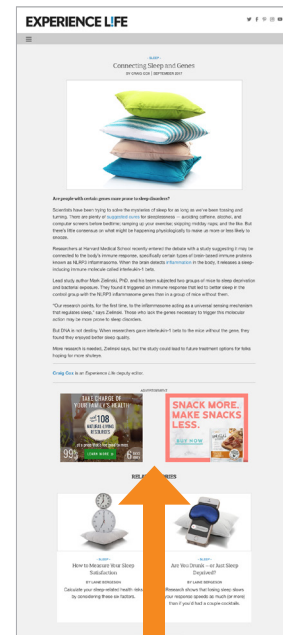
WEBSITE Ad Specs 2018

Website Advertisements

- All advertisements must have a start and end date.
- All advertisements are due to Laura Fogelberg, *Experience Life's* marketing manager (lfogelberg@experiencelife.com), at least a week prior to the start of the ad campaign.
- Mobile-only placement is not available.
- Creative for both desktop and mobile sizes required for all leaderboard ad placements.
- Leaderboard and medium rectangle creative must differ for mobile ads.
- Geotargeting is available, at an additional fee.
- Prices subject to change depending upon channel traffic.



Leaderboard



Medium Rectangle

	Medium Rectangle	Leaderboard
Size	300 x 250 pixels	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels
Net Price (CPM)	\$15	\$17
Resolution	72	72
Background	Non-white preferred	Non-white preferred
Border	Yes	Yes

Digital Rates	1mo	3mo	6mo	12mo
Leaderboard	\$6,750	\$6,400	\$6,100	\$5,750
Medium Rectangle	\$5,950	\$5,650	\$5,375	\$5,100

For sponsored content advertising opportunities, contact **Abby Phillips**: aphillips@lt.life.