

WEBSITE AD SPECS 2020

WEBSITE ADVERTISEMENTS

- All advertisements must have a start and end date.
- All advertisements are due to Laura Fogelberg, *Experience Life's* audience-development marketing manager (lfogelberg@experiencelife.com), 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.
- Geotargeting is available, at an additional fee.
- Prices subject to change depending upon channel traffic.

	Leaderboard	Medium Rectangle		
Size	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels	300 x 250 pixels		
Format	JPEG or GIF*	JPEG or GIF*		
Net Price (CPM)	\$17	\$15		
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

* GIF AD SPECS

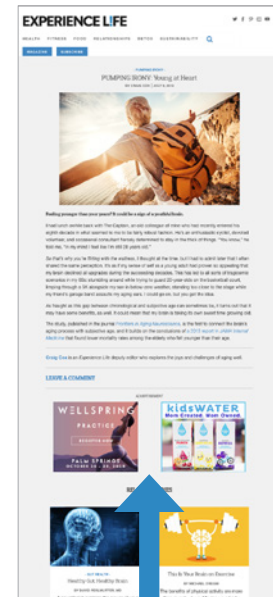
2Mbps • 32-bit • At least 15 frames/second • :15 or :30 • 5 MB or less

*GIFs must be under 120KB

For sponsored content advertising opportunities, contact LTMedia@lt.life.



Leaderboard



Medium Rectangle