

online rates & specs

AVAILABLE AD TYPES

Leaderboard	728 x 90 / 200k max.
Banner	468 x 60 / 150k max.
Splash w/Advertorial	460 x 258 / 350k max.
Rectangle	300 x 250 / 250k max.
Splash Bottom Wrap	460 x 80 / 350k max. (landing pages only)
Gallery Advertorial	150 x 150 / 75k max.
Skyscraper	160 x 600 / 350k max. (landing pages only)
Contest Sponsor	160 x 160 / 100k max.
Page Sponsor	300 x 500 / 350k max. plus embedded video link
Video Wrap	300 x 150 / 150k max. (divided top and bottom)
Featured Video	300 x 250 (embedded from client server or YouTube-type host)

Accepted File Types: JPG / GIF - No Sound, No Animation

ONLINE AD PRICING

1 Month 6 Months* 12 Months*

Special events 15% discount 25% discount

Print / Non-Print Advertisers	Print / Non-Print Advertisers	Print / Non-Print Advertisers
Leaderboard	\$290 / 387	\$254 / 339
Banner	260 / 347	224 / 299
Splash with Advertorial	320 / 427	272 / 263
Rectangle	240 / 320	204 / 272
Splash Bottom Wrap (landing pages only)	160 / 213	140 / 187
Gallery Advertorial	128 / 171	110 / 147
Skyscraper (landing pages only)	240 / 320	204 / 272
Contest Sponsor Display	80 / 107	68 / 91
Featured Video	160 / 213	140 / 187
Video Wrap	160 / 213	140 / 187
Featured Video with Wrap	240 / 320	204 / 272
Page Sponsor w/advertorials, video/GIF and multi-links	360 / 480	306 / 408
Site Sponsor (Page Sponsor ad on 14 main landing pages)	\$3,000 per month with 6-month minimum	

Options: Home Page: Add 25%

Add advertorial article with link from any display ad for \$50 per month (6-month minimum)

COMMUNITY RESOURCE GUIDE

With links to your website, photo gallery, PDF files, video, Quick Facts and more.

	6 Month	12 Month
Premium Listing	150	240
Featured Listing	200	360
Listing in National Directory (includes local)		
Premium Listing	200	320
Featured Listing	270	480

The screenshot shows the website interface with several ad options highlighted by callouts:

- Leaderboard:** 728 x 90 pixels
- Banner:** 468 x 60 pixels
- Splash with advertorial:** 460 x 258 pixels with advertorial link
- Rectangle:** 300 x 250 pixels
- Splash Bottom Wrap:** 460 x 80 pixels
- Gallery Advertorial:** 300 x 250 pixels, 150 x 150 photo with advertorial link
- Skyscraper:** 160 x 600 pixels
- Contest Sponsor:** 160 x 160 pixels with advertorial link
- Page Sponsor:** 300 x 500 pixels, Video or Slideshow, Multiple Links with 2 advertorial links
- Featured Video with Wrap:** 300 x 65 pixels top, 300 x 85 pixels bottom, Embedded Video

*Pricing is based on consecutive month placements on www.NApalmbeach.com. Prices listed are per month.

All ads that require *Natural Awakenings* to provide graphics or advertorial writing require first and last month's deposit upon signing to partially defray production costs. Contracts less than six months do not include ad design or advertorial writing. Any additional design or writing, or changes or revisions, are billed at \$60 per hour with \$20 minimum, payable by credit card.