

Take-Over Web Banner Rates and Specifications

BANNER SPECIFICATIONS

To maintain continuity throughout the site, banner ads will be formatted as companion ads. Please design all ads with the same branding design to ensure that your message receives the maximum visibility.

All sizes below must be provided by each advertiser.

Location Zone	Width X Height
Pencil	1564px X 30px
Drop-down	1564px X 340px
Top Zone	1564px X 106px
Right Zone	418px X 687px
Bottom Zone	1564px X 72px
Phone Banner	705px X 123px
Phone Right Zone	705px X 240px

Format GIF, JPEG, PNG, Flash

* File size not to exceed 500KB.

COST PER MONTH

Print advertisers \$2,500

Non-print advertisers \$5,000

The image displays a series of screenshots from the Provider website, illustrating various banner ad locations. Each location is highlighted with a grey box and a teal label indicating its name and dimensions:

- Pencil:** 1564 x 30
- Drop-down:** 1564 x 340
- Top Zone:** 1564 x 106
- Right Zone:** 418 x 687
- Bottom Zone:** 1564 x 72
- Phone Banner:** 705 x 123
- Phone Right Zone:** 705 x 240