

# 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 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

Full page print advertisers only \$2,500

Non-print advertisers \$5,000

