

INFOTODAY.COM ONLINE ADVERTISING OPPORTUNITIES 2027

ONLINE ADVERTISING RATES 2027

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	FLAT RATE
Leaderboard	728x90	200k	Top	\$800 per month
Banner	468x60	200k	Top	\$700 per month
Skyscraper	120x600	200k	Right	\$600 per month
Tile	125x125	200k	Left	\$100 per month
Box	300x250	200k	Center	\$500 per month

File formats: JPG, GIF, PNG, or HTML5 files are acceptable.

➤ Creative Specifications

- File size: maximum of 200K
- Acceptable formats: GIF, Animated GIF, JPG, PNG, and HTML5
- We no longer accept Flash (.SWF) creatives.

➤ HTML5 File Size Specifications

- Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- Politely Loaded (All of the creative's subsequent assets are loaded once the host webpage has completed loading.): 2MB

➤ Recommended resources to migrate from Flash/SWF to HTML5

- Google Web Designer—you may use this to build creatives in HTML5: <https://webdesigner.withgoogle.com>



PLEASE CONTACT:

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