



2018 WEBSITE SPECS

RBR.COM

Scheduling: Website ads are sold in monthly increments; one month consists of four consecutive weeks.

Terms: Payment in full for each monthly schedule is due on the first Friday of the month following your scheduled start date.

Ad schedules may begin on any Monday and will run continuously through the fourth consecutive Friday.

ALL RATES ARE NET.

Placement	Display Size	Other Specs	# Positions	Page
Leader Board 2 Rotate	728 X 180	Animation +15%	1	All
Large Cube 2 Rotate	300 X 250	Animation +15%	1	All
Half-Cube 2 per position	300 X 125	No Animation	3	All
Equal rotation across all positions				
Banners	700 X 250	No Animation	3	Home
Position 1				
Position 2				
Position 3				

Ad Unit	Display Size	Retina Ready x2	Mobile	Retina Ready x 2
Leaderboard*	728 x 180	1456 x 360	320 x 50	640 x 100
Cube	300 x 250	600 x 500	same on mobile	
Half Cube	300 x 125	600 x 250	same on mobile	
Banner*	700 x 250	1400 x 500	320 x 50	640 x 100

Sponsorship Banner

(Sponsorship of Special Features such as blogs. The banner appears on the linked page. Ask your rep for availability.)

700 X 250	No Animation	1/ Feature	Linked Page	595	1690	3315	6000
-----------	--------------	---------------	----------------	-----	------	------	------

* It is standard practice to replace these horizontal ad units with a mobile-optimized 320x50 unit when viewed on a phone. This also allows for the opportunity to have a separate desktop vs. mobile design.

A note on ad sizes: Many smartphones, tablets, and laptops feature high-definition screens, such as retina displays, that offer a higher ratio of pixels per inch, meaning some images may appear fuzzy on these displays.

Files must be gif or jpeg, and no more than 60k. Please e-mail all ads directly to April McLynn at amclynn@rbr.com along with the click-through URL.
Call for available positions on Daily Newsletter and Website.

MATERIALS-DUE SCHEDULE: All ads or classified copy with instructions are due at least three business days prior to the posting date.

PLEASE NOTE: Recognizing the generally established principle that rapid-blink banners are a click-out factor with online viewers, animated ads should change faces at a rate no greater than every five seconds. Tile and banner ads must have either a solid-color background other than white or a thin line outlining the edges of the ad.

PC/Tablet Sample Display

Mobile Sample Display

