

# 2019 RBR DAILY NEWSLETTER SPECS & RATES (EFFECTIVE 4/1/19)



## RBR.COM

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

**Less than one month:** 25% premium for guaranteed run.

**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.

In the rare instances where holidays occur and no daily is published, make goods cannot be guaranteed. All make goods will be subject to availability, based on schedule specs and rates. Every effort will be made to provide comparable position, but cannot be guaranteed.

## ALL RATES ARE NET.

Placement	Avails	Description	Specs
Leader Board	1	Banner - May Animate	728 x 180
Position 1	2	Cube - No Animation	300 x 250
Position 2	1	Banner - No Animation	700 x 250
Position 3	2	Cube - No Animation	300 x 250
Position 4	1	Banner - May Animate	700 x 250
Position 5	2	Cube - No Animation	300 x 250
Position 6	1	Banner - May Animate	700 x 250

**CONTACT US  
ABOUT RATES.**

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.

In short, we encourage designing original ads at the Retina Ready (x2) sizes below.

Ad Unit	Display Sizes	Retina Ready (x2)
Leader Board	728 x 180	1456 x 360
Cube	300 x 250	600 x 500
Banner	700 x 250	1400 x 500

**Files must be gif or jpeg, and no more than 60k.** Please e-mail all ads directly to April McLynn at [amclynn@rbr.com](mailto: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

Live Online To Watch News, TV Shows & Play Games For Free Daily

**Leaderboard 728x180**

**RADIO+TELEVISION BUSINESS REPORT**  
THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

02/02/2017 - Volume 34, Issue 1 - HTML Version

SHARE [Facebook] [Twitter] [LinkedIn] [Pinterest] Did someone share this email with you? [Click here to subscribe](#)

**Top Story**

**SoundField Is Sold To RODE's Parent**  
A surround-sound recording brand has been added to the offerings of an audio technology company preparing to celebrate its Golden Anniversary. [\[read more\]](#)

**Large Cube 300x250** **Large Cube 300x250**

**Radio News**

**Media Pros Now Have An Updated SFX Library At Hand**  
The library offers more than 63,000 sound effects with metadata, full online access, and complimentary annual updates. [\[read more\]](#)

**Here's How NextRadio Is More Interactive Than Ever**  
The app that activates the FM chip in just about every Android-powered head set now includes the appropriately named Newsfeed. [\[read more\]](#)

**Banner 700x250**

**Riedel Bulks Up Its North American Tech Services**  
Zach Funk and Justin McClain have joined the company as U.S.-based service and support engineers. [\[read more\]](#)

**What's In Store For NAB Show Shanghai Attendees?**  
The NAB is heading back to China to share innovative technology and the latest trends among global business and tech leaders. [\[read more\]](#)

**Large Cube 300x250** **Large Cube 300x250**

**TV / Digital News**

**How A Noncomm Unified Its Broadcast Management Platform**  
APM implemented ProTrack Radio, a product offering from Myerx. [\[read more\]](#)

**FCC Gears Up For Stage 3 Of Forward Auction**  
Forward Auction bidders should be prepared for bidding to begin on Monday, Dec. 5; the FCC said in a Monday announcement. [\[read more\]](#)

**Banner 700x250**

**Walmart, Target, JCPenney Top TV**  
In last week's Media Monitor TV Spot Ten, Walmart was #1 with 35,004 spots. [\[read more\]](#)

**JCPenney Powers Radio**  
In last week's Media Monitor Radio Spot Ten, JCPenney powered into #1 with 39,551 spots. [\[read more\]](#)

**Large Cube 300x250** **Large Cube 300x250**

**Media Information Bureau** Premium Locked Content  
Not a subscriber? [Click here](#)

**Midwest Close To Closing With Initial Grant**  
Duke Wright's company has completed its purchase of a group of stations in Minnesota. He sold one FM to make the deal happen. [\[read more\]](#)

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