

2020 WEBSITE SPECS & RATES



RBR.COM

Scheduling: Website 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.

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	Display Size	Other Specs	# Positions	Page
Position 1	700 X 250	No Animation	3	Home
Position 2				
Position 3				

CONTACT US ABOUT RATES.

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.)

Display Size	Other Specs	1/ Feature	Linked Page	750	2000	3500	5000
700 X 250	No Animation						

* 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

The PC/Tablet sample display shows the desktop version of the website. At the top, there is a navigation bar with the RBR+TVBR logo and the text "RADIO+TELEVISION BUSINESS REPORT THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA". Below the navigation bar is a large green banner with the text "Leaderboard 728x180". The main content area is divided into several columns. On the left, there is a "Top News" section with a featured article titled "Here's How NextRadio Is More Interactive Than Ever". In the center, there is a "Radio News" section with a featured article titled "What's In Store For NAB Show Shanghai Attendees?". On the right, there is a "Wall Street Report" section with a featured article titled "Rohde & Schwarz Is Sold To RODE's Parent". Below these sections are various smaller articles and a "Banner 700x250" section. At the bottom, there is a footer with the RBR+TVBR logo and navigation links.

Mobile Sample Display

The mobile sample display shows the website on a smartphone screen. The layout is optimized for a smaller screen, with a single column of content. The top navigation bar is visible, and the main content area features a "Leaderboard 728x180" banner at the top. Below the banner, there are several articles, including "Here's How NextRadio Is More Interactive Than Ever" and "What's In Store For NAB Show Shanghai Attendees?". The mobile display also shows a "Banner 700x250" section and a footer with the RBR+TVBR logo and navigation links.

Leaderboard 728x180

Large Cube 300x250

Hall Cube 300x125

Hall Cube 300x125

Hall Cube 300x125

Banner 700x250

Banner 700x250

Banner 700x250



STREAMLINE TECHNOLOGY, INC.