

# Digital Ad Specs





## GENERAL INFO

- All ads are full color
- 30 days net for all advertising
- 15 percent agency discount
- Please make checks payable to "Heeb Media, LLC."
- E-mail ads and/or ftp information to [publisher@heebmagazine.com](mailto:publisher@heebmagazine.com)

## AD SPECS

- Ads must be in jpg or gif format
- Ads must be 72dpi
- Ads should be in rgb (cmyk/grayscale will not be accepted)
- Ads should be appropriately named (e.g., "Yourcompanyad.Gif")

## WEBSITE RATES

			
<b>LEADERBOARD AD</b> 728 PIXELS X 90 PIXELS \$12/CPM	<b>BOX 1</b> 300 PIXELS X 250 PIXELS \$10 /CPM	<b>BOX 2</b> 300 PIXELS X 250 PIXELS \$8 /CPM	<b>BOX 3</b> 300 PIXELS X 250 PIXELS \$5 /CPM <i>(100,000 CPM MINIMUM PURCHASE)</i>

## E-BLAST RATES\*

		
<b>LEADERBOARD AD</b> 575 PIXELS X 70 PIXELS \$1,000	<b>BOX 1</b> 400 PIXELS X 250 PIXELS \$500	<b>BOX 2</b> 400 PIXELS X 250 PIXELS \$250 <i>(WHEN AVAILABLE)</i>

*\*please inquire for local rates*