

# WEBSITE AD SPECS 2021

## WEBSITE ADVERTISEMENTS

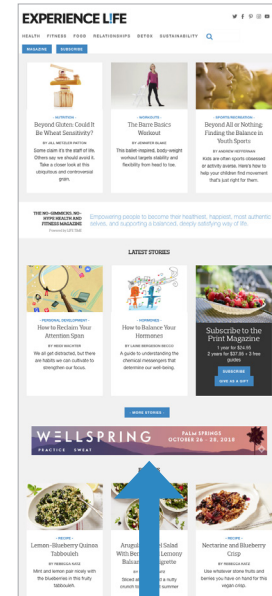
- All advertisements must have a start and end date.
- All advertisements are due to Laura Fogelberg, *Experience Life's* audience-development marketing manager ([lfogelberg@experiencelife.com](mailto:lfogelberg@experiencelife.com)), a week prior to the start of the ad campaign.
- Mobile-only placement is not available.
- Creative for both desktop and mobile sizes required for all leaderboard ad placements.
- Geotargeting is available, at an additional fee.
- Prices subject to change depending upon channel traffic.

	Leaderboard	Medium Rectangle		
<b>Size</b>	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels	300 x 250 pixels		
<b>Format</b>	JPEG or GIF*	JPEG or GIF*		
<b>Net Price (CPM)</b>	\$17	\$15		
<b>Resolution</b>	72	72		
<b>Background</b>	Non-white preferred	Non-white preferred		
<b>Border</b>	Yes	Yes		
<b>Digital Rates</b>	<b>1mo</b>	<b>3mo</b>	<b>6mo</b>	<b>12mo</b>
Leaderboard	\$6,000	\$5,750	\$5,500	\$5,250
Medium Rectangle	\$5,250	\$5,000	\$4,750	\$4,500

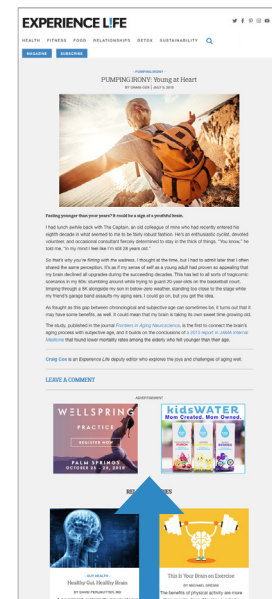
### \*GIF AD SPECS

2Mbps • 32-bit • At least 15 frames/second • :15 or :30 • 1 MB or less

For sponsored content advertising opportunities, contact [LTMedia@lt.life](mailto:LTMedia@lt.life).



Leaderboard



Medium Rectangle