



## ADVERTISING SPECIFICATIONS

The following are advertising specifications that theAdAuthority.com needs in order to maximize your response rates. Please note – in order to begin, **we MUST have the “required” ads on file.** And if you plan on purchasing over 200 leads, it is imperative that we receive as many of the “recommended” ad sizes as possible. If you can not provide us with all sizes and formats – to the right of the sizes is an individual price list. You can either buy a combined package, or you can purchase each ad individually as needed – or if you are purchasing more than 200 leads a month on a long term arrangement, you may also contact your sales rep and ask about an ongoing creative services arrangement.

Please note – each campaign varies on time of completion based on how much information is provided to us. Our general rule of thumb is that each campaign takes approx. 48 hours to create. Times vary though, so please check with your sales rep for a more accurate completion time frame for your offer. For samples of some of our work, please go to [www.theAdAuthority.com/AdSamples](http://www.theAdAuthority.com/AdSamples)

### **Total REQUIRED Ad Package (max file size):.....\$1,000.00**

468 x 60	(15k)	.....	\$ 125.00
360 x 300	(30k)	.....	\$ 125.00
120 x 600	(30k)	.....	\$ 125.00
125 x 125	(8k)	.....	\$ 60.00
120 x 60	(5k)	.....	\$ 60.00

Plus a 25 character text ad.....NA

Plus a landing page (the form itself will be provided) .....\$ 650.00

### **RECOMMENDED Ad Dimensions in Pixels (max file size):.....\$1,000.00**

120 x 120	(10k)	.....	\$ 60.00
120 x 240	(15k)	.....	\$ 60.00
120 x 30	(5k)	.....	\$ 60.00
120 x 40	(5k)	.....	\$ 60.00
120 x 70	(5k)	.....	\$ 60.00
150 x 50	(5k)	.....	\$ 60.00
160 x 120	(25k)	.....	\$ 60.00
<b>160 x 600</b>	<b>(25k) *IAB approved ad size</b>	.....	<b>\$ 125.00</b>
<b>180 x 150</b>	<b>(25k) *IAB approved ad size</b>	.....	<b>\$ 125.00</b>
234 x 60	(10k)	.....	\$ 60.00
250 x 250	(25k)	.....	\$ 125.00
<b>300 x 250</b>	<b>(25k) *IAB approved ad size</b>	.....	<b>\$ 125.00</b>
<b>728 x 90</b>	<b>(25k) *IAB approved ad size</b>	.....	<b>\$ 125.00</b>
88 x 31	(5k)	.....	\$ 60.00

(GIF and JPEG only at this time. Flash ads are accepted, but only on a limited number of web sites – so please speak with your sales rep before having them created.)