



# 2026 RI RADIO WRAP SPECS & RATES

## RADIO INK RADIO WRAP

### Scheduling:

Radio Wrap Sunday ads are sold in calendar month increments. 4-week months include May, June, August, October, November. 5-week months include April, July, September, and December.

### Terms:

Payment in full for each monthly schedule is due on the first Friday of the month following your scheduled start date.

In the rare instances where holidays occur on a Sunday and there is no publication, 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	Display Size	4 week month	5 week month
Leader Board	1	Banner May Animate	728 X 180		
Position 1	1	Banner No Animation	700 X 250		
Position 2	2	Cube No Animation	300 X 250		
Position 3	1	Banner No 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 Size	Retina Ready (x2)
Leaderboard	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.** Files must be gif or jpeg, and no more than 60k. Please e-mail all ads directly to April McLynn at [amclynn@streamlinepublishing.com](mailto:amclynn@streamlinepublishing.com), along with the click-through URL.

**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. Cube and banner ads must have either a solid-color background other than white or a thin line outlining the edges of the ad.



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PC/Tablet Sample Display

Mobile Sample Display

Use this area to offer a short preview of your email's content. [View this email in your browser](#)

## RADIO WRAP



**Inside the Mind of a Great Manager**  
Milwaukee Radio Alliance VP/GM Bill Hurwitz is retiring after 40 years in Milwaukee radio.



**The Glue That Held Everyone Together During Katrina [audio]**  
As Regional Vice President overseeing New Orleans (and other cities) for Clear Channel, back in 2005, Dick Lewis would have his managerial skills put to the test.

**Free Webinar on Programmatic**  
It's time you know everything you need to know about how Programmatic can help your radio station run more efficiently, and generate new revenue.

**ESPN Moves Le Batard Show As Expected**  
The date the Dan Le Batard Show will move to the earlier slot has been set for September 8.




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