

2021

# RI DAILY HEADLINES SPECS & RATES (EFFECTIVE 9/30/20)



## RADIO INK DAILY HEADLINES

**Scheduling:** Daily Headlines 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.

In the rare instances where holidays occur and no daily is published, 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	1 Month	3 Months	6 Months	One Year
Leader Board	1	Banner May Animate	728 X 180				
Position 1	2	Cube No Animation	300 X 250				
Position 2	1	Banner No Animation	700 X 250				
Position 3	2	Cube No Animation	300 X 250				
Position 4	1	Banner May Animate	700 X 250				
Position 5	2	Cube No Animation	300 X 250				
Position 6	1	Banner May Animate	700 X 250				
Sponsored Content	1/day	No Animation	Headline with link to landing page - one client/day & other limitations apply.				

**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.

**Call for available positions on Daily Headlines 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. Cube 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

Mobile Sample Display

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

728 x 180

**Today's Headlines - September 9, 2015**

**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.

300 x 250

300 x 250

**Inside the Mind of a Great Manager**

Milwaukee Radio Alliance VP/GM Bill Hurwitz is retiring after 40 years in Milwaukee radio.

**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.

700 x 250

**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.

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

728 x 90

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