



RADIOINK.COM

Scheduling: Website 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.

ALL RATES ARE NET.

Placement	Display Size	Other Specs	# Positions	Page	1 Month	3 Months	6 Months	1 Year
Leader Board 2 Rotate	728 X 180	Animation +15%	1	All	2100	4725	8190	13776
Large Cube 2 Rotate	300 X 250	Animation +15%	1	All	1900	4560	7980	13680
Half-Cube 2 per position	300 X 125	No Animation	3	All	1000	2700	4500	7200
Equal rotation across all positions								
Banners	700 X 250	No Animation	3	Rotating				
Position 1					1,230	3321	5904	11070
Position 2					1050	2835	5040	9450
Position 3					900	2430	4320	8100
Ad Unit	Display Size	Retina Ready x2		Mobile		Retina Ready x2		
Leaderboard*	728 x 180	1456 x 360		320 x 50		640 x 100		
Cube	300 x 250	600 x 500		same on mobile				
Half Cube	300 x 125	600 x 250		same on mobile				
Banner*	700 X 250	700 X 250		320 x 50		640 x 100		

CONTACT US ABOUT RATES.

Sponsorship Banner

(Sponsorship of Special Features such as blogs. The banner appears on the linked page. Ask your rep for availability.)

700 X 250	No Animation	1/ Feature	Linked Page	750	2000	3500	5000
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Rapid blink ads: 15% additional charge

* It is standard practice to replace these horizontal ad units with a mobile-optimized 320x50 unit when viewed on a phone. This also allows for the opportunity to have a separate desktop vs. mobile design.

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.

Files must be gif or jpeg, and no more than 60k. Please e-mail all ads directly to April McLynn at 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. Tile and banner ads must have either a solid-color background other than white or a thin line outlining the edges of the ad.

Website: Article – PC/Tablet Sample Display

Mobile Sample Display

The diagram illustrates the placement of various ad sizes on a website article. On the PC/tablet view, a 728x180 ad is positioned at the top right. The main content area features a 300x250 ad, followed by three 300x125 ads in the sidebar. A 700x250 ad is located at the bottom of the article. On the mobile view, the 728x180 ad is at the top, the 300x250 ad is below the article image, and three 300x125 ads are stacked in the sidebar. The 700x250 ad is at the bottom of the mobile page.