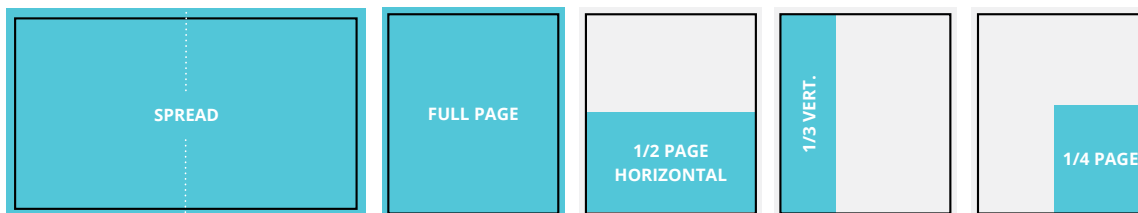


Rates & Specs

Print



PREFERRED POSITIONS

Premium:
Premium Placement \$625

Color Rates:
Spot Color..... \$450-900

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	24x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$11,590	\$11,350	\$11,190	\$9,100	\$8,030
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$6,145	\$6,025	\$5,945	\$4,900	\$4,365
1/2 Page Horizontal	7 x 4.875	-	-	\$4,240	\$4,055	\$3,970	\$3,255	\$2,990
1/3 Page Vertical	2.375 x 10	-	-	\$3,500	\$3,325	\$3,230	\$2,625	\$2,450
1/4 Page Vertical	3.375 x 4.875	-	-	\$3,135	\$3,035	\$2,940	\$2,440	\$2,285

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: NINA KATSOV 913.955.2748, FAX 913.647.6108, NKATSOV@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/LGzbAlnDbI