

TheInTowner

Website Advertising Rates & Sizes

www.intowner.com

We offer two (2) standard IAB sizes, expressed as Interactive Marketing Units (IMUs), as described below.

“Leaderboard” spots (2 available) – Home Page only (just above footer content):

\$300 per single mo.; for 3 – 12 mos., print edition frequency discounts apply (refer, Media Kit for Advertisers rates & sizes page at www.intowner.com).

Width = 728 pixels

Height = 90 pixels

K-size of the file = 20k or less

File type = .gif or .jpg

Animation length = 4 seconds or less, no more than 3 cycles of the animated sequence

“Wide Skyscraper” spots (1 available) – Home Page + full run less specified pages*:

\$500 per single mo.; for 3 – 12 mos., print edition frequency discounts apply (refer, Media Kit for Advertisers rates & sizes page at www.intowner.com).

Width = 160 pixels

Height = 600 pixels

K-size of the file = 20k or less

File type = .gif or .jpg.

Animation length = 4 seconds or less, no more than 3 cycles of the animated sequence

*** pages excluded are “Visit Our Advertisers” and “Media Kit for Advertisers”**

[*eff., 10/1/08. Rates subject to change without notice.*]

For more information, visit the Media Kit for Advertisers section and the linked pages there and for assistance in completing arrangements for placing website advertising, send email to advertising@intowner.com or call (202) 234-1717.