

RATES & SPECS INDEX

PRINT & DIGITAL

Full Page: \$2,245-3,005

Half Page Island: \$1,600-2,140

Half Page: \$1,290-1,730

Third Page: \$1,055-1,405

Qtr Page: \$765-985

Back Cover: \$3,220-4,120

Inside Covers: \$2,890-3,640

Two Page Spread: \$2,775-3,490

Full Page Float: 8.5" x 10"

Full Page Trim: 9" x 10.875"

Full Page Bleed: 9.5" x 11.375"

Half Page Island: 5.2" x 7"

Half Page Horizontal: 7.875" x 4.5"

Half Page Vertical: 3.875" x 9.5"

Third Page: 2.54" x 9.5"

Third Page Horizontal: 7.875" x 3"

Quarter Page: 3.875" x 4.5"

Acceptable File Format: PDF Only

DO NOT INCLUDE CROP OR REGISTRATION MARKS.

We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded.

We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions

Document size should be built to specified size with no additional border/white space.

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL ¼" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction

To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

ONLINE SERVICES DIRECTORY

Annual Listing: \$995

RATES & SPECS INDEX

E-NEWS

Daily: \$2,630-15,175

Weekly: \$3,315-7,960

Thought Leadership: Please contact for rates

Horizontal Banner: 600px x 160px

Vertical Banner: 200px x 400px

Thought Leadership: 200px x 200px
+ link to the video

Banners on the Daily E-News are vertical or horizontal.

Horizontal Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

Vertical Banner Size: 200 pixels wide by 400 pixels high.

Banners on the Weekly Wrap Up are horizontal only.

Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

All banners have a maximum file size of 30K and should be in JPG or GIF format. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers.

Please supply the URL to where your banner should link.

Thought Leadership: an image thumbnail with a play button (jpg/png) that is 200x200 pixels (or anything larger with the same proportions. ex: 2000x2000 pixels) and a link to the video. The video is not directly embedded into the e-news. The video can be any length and with or without sound.

WEBSITE

Leaderboard: \$2,545-7,270

Skyscraper: \$2,200-5,785

Top Box Banner: \$950-2,410

Leaderboard: 728px x 90px

Skyscraper: 300px x 600px

Top Box Banner: 300px x 250px

Accepted Formats: GIF, JPG and HTML5

Maximum Sizes: 40K for GIF/JPG; 200K for HTML5

URL: Please supply a URL to where your banner should link

Maximum Animation Length: 30 seconds or three complete loops

HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo!

Publisher Network platforms.

Thought Leadership: video should be maximum size for optimal resolution. The video can be any length and with or without sound.

EMPLOYMENT

Online Posting: \$255-385

Featured Employer Program: \$330-995

Company logo: Max file size

Will be displayed at 250px x 150px