

Website ads

Banner sizes

IAB Wide Skyscraper (Vertical)

160 pixels x 600 pixels (width x height)

IAB Medium Rectangle (Square)

300 pixels x 250 pixels (width x height)

IAB Half Page (Vertical)

300 pixels x 600 pixels (width x height)

IAB Leaderboard (Horizontal)

728 pixels x 90 pixels (width x height)

IAB 3:1 Rectangle (Horizontal)

300 pixels x 100 pixels (width x height)

File Resolution & Size

- 72 dpi
- swf under 50 kb
- jpg/gif under 30 kb

Still Digital Files

- jpg or gif format

Animated Digital Files

- gif or swf format (no rollovers)
- animation lengths 15 secs, after which point they must remain static
- do not use strobe animations
- there is a five day lead time for the provision of electronic files, which will be strictly enforced with Flash animations
- see IAB Rich Media Guidelines* for further information (<http://www.iab.net/>)

Click Tags

- Must ensure third party click tags are functioning as designed

Pop-ups/Interstitials*

Frequency:	Once per session
Format:	HTML with ref. to Flash/images
Size	small 300x250 pixels (W x H)
	large 550x480 pixels (W X H)
File weight:	30k images • 40k flash
Audio/Video initiation:	User initiated only
Close box:	Mandatory
Duration:	Max. 20 seconds

Material Submission

www.advertisewithventure.com
click on "Submit Your Ad"

Site Skin

- specs on request

Publishing and Sales Office

T 780-990-0839
F 780-425-4921
E sales@albertaventure.com

Calgary Sales Office

T 403-228-4337
F 403-217-6588
E calgarysales@albertaventure.com

National Ad Sales

T 647-224-1698
E brianrotter@outlook.com

The screenshot shows the Alberta Venture website interface. Several ad placements are highlighted with green boxes and labels:

- IAB leaderboard:** A horizontal banner at the top of the page.
- IAB 3:1 rect:** A vertical banner on the right side of the page.
- IAB Medium Rectangle:** A square ad below the 3:1 rect.
- IAB half page or wide skyscraper:** A large vertical banner on the right side, spanning multiple rows.
- interstitial:** A vertical banner at the bottom of the page.

RATES (net dollars)

1. Skyscraper	\$38 CPM
2. Big Box	\$38 CPM
3. Top Leaderboard	\$43 CPM
4. Super Leaderboard	\$48 CPM
5. Half-Page	\$50 CPM
6. Top Layer/Floating Ad	\$50 CPM
8. Siteskin/Wrap	\$200 CPM
9. Siteskin	\$260 CPM

(with skin, leaderboard, and big box or skyscraper)