Online Banner Ad Guidelines

www.aogr.com

| Ad Unit | Rate and Position | | Size |
	Homepage	Run-of-Site	Desktop (D), Tablet (T), Mobile (M)
Leaderboard	N/A	$3,000	728x90 D 468x60 T 320x50 M
Banner 1	$4,000	$2,000	300x250 D, T 300x50 M

Homepage
Positions

Run-of-Site
Positions

All Homepage sponsorships receive a bonus run-of-site Banner 1.

Minimum share-of-voice for all banners is 33.3%.

Integrated Print & Online Discounts: Online advertising placements count toward print advertising frequency discounts. For example, a monthly 12x AOGR print schedule combined with a monthly online banner ad at www.aogr.com earns a 24x rate. Consult your sales representative for online availability.

Video Guidelines: For video ads, please provide your static or animated ad with a URL to the video hosting site.

Online Ad Guidelines:
Accepted file types are png, jpeg, gif (static or animated), HTML5, DHTML, JavaScript/JScript.

Please provide a URL for each campaign. The link must take users to the website of the advertiser that purchases the ad space. Advertisers may link to another site if the advertiser provides written permission from the landing page owner.

HOW TO SUBMIT MATERIALS FOR ONLINE ADS:

Please email static or animated RGB ad files to Nora Mota Magill (nmotamagill@aogr.com), with a copy to your sales representative.

NEED MORE INFORMATION?

Email Nora Mota Magill or Amanda DeMoss
nmotamagill@aogr.com | ademoss@aogr.com

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