

## Website

Sizes	1-6 blocks	7 or more
<b>1, 2 - Leaderboard</b> 728 x 90	\$2,250	\$2,025
<b>2b - Content Pusher</b> 925 x 50 to 925 x 300	\$2,585	\$2,326
<b>3, 4, 5, 6 - Medium Rectangle</b> 300 x 250	\$1,915	\$1,725
<b>7, 8, 9, 10 - Button</b> 125 x 125	\$700	\$625
<b>Transitional</b> 500 x 500	\$2,045 per week	

**Block 1** = Day 1 thru 15  
**Block 2** = Day 16 thru last day of the month

## Website - High Impact Ad Positions

	1-6 Blocks	7 or more
<b>Wallpaper</b> (1920x1080) GIF, JPG, BMP, PNG; click URL. 100KB	\$2,700	\$2,430
<b>Page Peel</b> (640x480) (collapse ad (100x100))	\$2,590	\$2,320
<b>Sidebar</b> (160x600) (two creatives needed)	\$2,470	\$2,225
<b>In Story</b> (300x250)	\$2,300	\$2,070
<b>Homepage Featured Video</b>	\$2,150	\$1,900
<b>Transitional</b> (500x500)	\$2,250 per week	



Page-Peel



In Story Ad



Sidebar

**File Formats Accepted:** GIF, Animated GIF, JPG, SWF, Rich Media, 3rd Party Ad Tags

**Max File Size:** 80k

**URL:** Please include URL for click-through link  
(Note: Do not embed URL into Flash ads.)

The screenshot shows the website's layout with 10 numbered callouts:

- 1:** Top navigation bar and header area.
- 2:** Main content area featuring a large article with an image of a brake rotor.
- 3:** Featured Tech Videos section.
- 4:** Sponsored content area.
- 5:** Latest news section.
- 6:** Another section of the latest news.
- 7:** A 2x2 grid of small article thumbnails.
- 8:** Another 2x2 grid of small article thumbnails.
- 9:** A sidebar area on the right side of the page.
- 10:** A digital edition cover for 'Regenerative Braking'.