

## Standard Creative Specifications & Rate Card

## leaderboard - 728x90

All creative set to run on Access News should be received at least 72 hours prior to scheduled run date. Cycles for all creative animations should be capped at 3 Loops. If you wish to negotiate a different sized ad, please contact your sales representative.

### ad size, media format and file size

#### Leaderboard

Ad Size	Media Format	File Size
728x90	.gif or .jpg	max. 30k
728x90	Flash	max. 35k

Please contact us prior to creating flash banners.

### rate card

To advertising with Access News please first select the quantity you desire from across the top row on the rate card shown below. This row is marked with **CPM**. The rates shown below are the prices per the number of times your ad is displayed, times the quantity you select. To determine your actual cost select the number of months (example: **30 days**) you want your ad(s) to run.

Please allow 24 hours from the time you purchase your ads for your order to be processed and complete. Once your order has been confirmed we will provide you instructions on how to proceed to upload your creative or text.

If you wish to place an order for a larger quantity commercial terms are available. Please contact your sales representative for more information.

Rates shown below are for "bottom of the page" display only.

#### Leaderboard

CPM	10,000	25,000	50,000
30 days	\$65.00	\$150.00	\$275.00
60 days	\$125.00	\$287.50	\$525.00
90 days	\$180.00	\$412.50	\$750.00

### sample ad size

Click here to view [728x90 sample ad size](#)

To view demographic statistics, or to see more ad types and rate cards, please see our [2005 Advertising Information PDF](#)

To order advertising now, please visit [www.accessnews.com/advertising](http://www.accessnews.com/advertising)