

TRAVEL + LEISURE FAMILY

Online Advertising Rates

Display Ad Element	Description	Specs	CPM Net
Leaderboard	728x90	20k max gif/jpg, 3 lops x 15 secs max animation	\$50 net
Big Ad	300x250	20k max gif/jpg, 3 loops x 15 secs max animation	\$50 net
Interstitials	640x480	up to 640x480 for ads submitted for local serving; others can be set to expand to size of browser window, 60k initial load, 100k total	\$60 net
Strip Ad (Monthly basis only)	300x60	10k max gif/jpg, 3 loops X 15 secs max animation	\$60,000 net for 100% share of voice per site (TL or FW)
Roadblocks	top 728x90, upper 300x250, lower 300x250	20k max gif/jpg, 3 loops x 15 secs max animation	\$85 net
Text links	text links on all pages of site	2 lines of text, 50 chars per line, including spaces	\$10 net
Targeting by section			25% premium

Email newsletters	Description	Specs	Price
	Please stay tuned for further information		

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