TotalRetail

WEBSITE

mytotalretail.com

1 **Welcome Ad** – 640x480 - $240 CPM or $2,300/mo.

Billboard Ad - 970x250 - $50 CPM

2 **Super Leaderboard Ad** - 970x90 - $40 CPM

3 **Leaderboard Ad** - 728x90 - $40 CPM

4 **Medium Rectangle Ad** - 300x250 - $40 CPM

Featured Resource Spotlight - $60 CPM

Website Retargeting

Your ad will follow and retarget our audience wherever they travel on the web.

$3,500

Minimum 50,000 Impressions to Participate

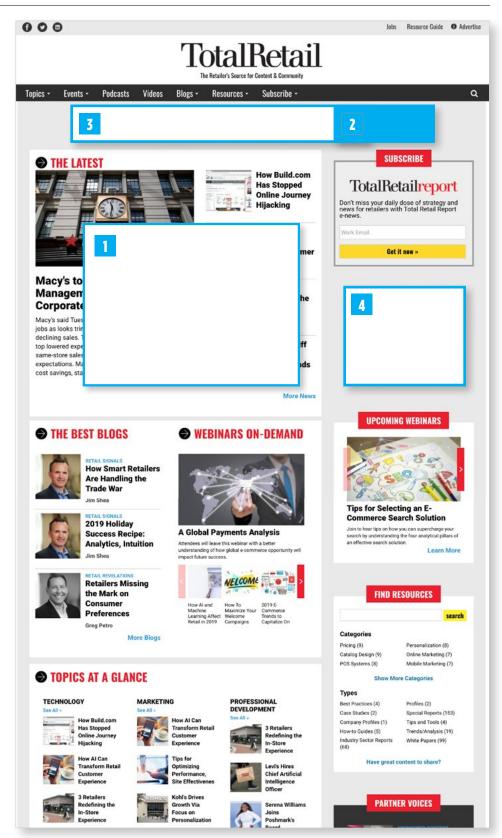**CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION**

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These online ad specifications apply to:
- *Leaderboards (728x90)*
- *Super Leaderboards (970x90)*
- *Billboard (970x250)*
- *Medium Rectangles (300x250)*
- *Half Page Rectangles (300x600)*

Please note: *The size of the placements should be indicated on the IO. Please contact your sales representative.*

Patrick Farrell, Ad Operations Manager
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FORMAT	IMAGE, ANIMATED IMAGE
Dimensions	728x90, 970x90, 970x250, 300x250, 300x600,
Max Initial File Size	200 Kb
Max Polite File Size	N/A
Max User initiated File Size	N/A
Animation	15 seconds @ 24 fps, maximum 3 loops, 4 frames
Video/Audio Length	N/A
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Maximum 100 characters of alt text for accessibility (screen readers, older browsers, custom browser configurations, etc.)
Other Creative Guidelines	IAB Guidelines for Universal Ad Package (UAP): http://www.iab.net/guidelines/508676/508767/displayguidelines
Hosting	Publisher Hosted or 3rd Party
	HTML5 – Max Initial File Load Size – 200 KB
	Subsequent Size – 300 KB
	Overall Total Combined Size – 500 KB
Submission Deadlines	Minimum 3 Days Before Flight

NAPCO MEDIA

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