

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	\$3,000	\$2,000	300x250 D, T 300x50 M



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. A monthly 12x AOGP print schedule combined with a monthly online banner ad at www.aogr.com earns a special 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: 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 ad files to Nora Mota Magill (nmotamagill@aogr.com), with a copy to your sales representative.

FIND THESE OTHER RESOURCES IN AOGP'S MEDIA CENTER:

<https://www.aogr.com/media-center/media-file>

- › 2022 Media File
- › Schedule of Issues
- › Print and Online Rates
- › Full Page Ad Guidelines Brief
- › Writer Style Guidelines
- › AOGP: The Information Source
- › Circulation (BPA Audit)

NEED MORE INFORMATION?

Call 800-847-8301 or send an email to:

- › Nora Mota Magill at nmotamagill@aogr.com; or,
- › Amanda DeMoss at ademoss@aogr.com.



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