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	$4,000	$2,000	300x250 D, T 300x50 M
Magazine e-Edition, Opposite Cover			
$4,220			1088 x 731 pixels at 300ppi (7.25" x 4.78" at 300ppi)



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. For example, a monthly 12x AOGR print schedule combined with a monthly online banner ad at www.aogr.com earns a print 24x rate. Consult your sales representative for online availability.

Agency Discount: 15% discounts on gross billings are available to advertising agencies.

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 are 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.

HOW TO SUBMIT MATERIALS FOR ONLINE ADS:

Please email static or animated RGB ad files to Nora Mota Magill (nmotamagill@aogr.com), with a copy to your sales representative.

NEED MORE INFORMATION?

Email Nora Mota Magill or Amanda DeMoss
nmotamagill@aogr.com | ademoss@aogr.com

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