

2024 ONLINE ADVERTISING

at www.coloradogardener.com

WEBPAGE ADS: Available on a monthly basis. Ad production included. Any materials (copy, photos, etc) or ads produced by the advertiser are due 5 days before the beginning of the month.

1) Banner Ad: A narrow horizontal ad prominently placed under the header at the top of any page. Ad Specs: 1940 pixels wide x 240 high for Leaderboard (computer size), 970w X 240h for Mobile cropped size. HOME PAGE, ARTICLES, CALENDAR are the most visited pages. Banner ads will rotate among these if more than one advertiser contracts for the space.

- \$200 per month in April, May, June
- \$160/month in Jan-Mar and July-Dec

2) Square/Rectangular Ads: Placement on pages will rotate each week to ensure equal prominence. Ad Specs: Square format - 600X600 pixels; Rectangular - 425 pixels wide X 725 high.

- \$185 per month from April thru June
- \$145/month from Jan-March and July-Dec

DISCOUNTS

- **10% discount on all webpage ads for anyone running ads for 12 months**
- * **5% discount for anyone running ads for at least 6 months**
- **Free link to your website on our Resources Page included for all advertisers that month, or for all months for any advertisers running at least 3 ads.** •
Links on our Resources Page cost \$10/ month for non-advertisers.

SPONSORSHIP ADS on our monthly e-newsletters: Limited to **two per newsletter**. E-newsletters are posted in the Articles section on our site after they are sent out to subscribers. (Ads removed after two months.) We have close to 1,000 subscribers who have signed up.

- Sponsorship e-newsletter ads: \$125