

2025 ONLINE ADVERTISING

at www.coloradogardener.com

Our 2024 web traffic was up 89% over the previous year & continues to grow

1) WEBPAGE ADS: Available on a monthly basis, at beginning or mid month. Any materials (copy, photos, etc) or ads produced by the advertiser are due 4 days before the beginning of the month.

A) Banner Ad: A narrow horizontal ad placed under the header at the top of any page. **Ad Specs: 1940 pixels wide x 400 high for Leaderboard (computer size - equivalent to 6.467" wide X 1.33" tall), 970w X 400h for Mobile cropped size.** Banner ads will rotate among the HOME PAGE, ARTICLES, CALENDAR & RESOURCES pages if more than one advertiser contracts for the space.

- \$200 per month in April, May, June
- \$160/month for all other months

B) Square or Rectangular Ads: Placement on pages will rotate each week to ensure equal prominence when more than one advertiser contracts for the space. **Ad Specs: Rectangular - 425 pixels wide X 725 high, Square - 600X600 pixels;**

- \$185 per month from April thru June
- \$145/month for all other months

C) RESOURCES Page w/ active link, www.coloradogardener.com/resources
\$10/month or \$100 for the whole year

2) SPONSORSHIP ADS in our monthly e-magazine/newsletters which are posted in the Articles section on our site after being sent out to subscribers. New content in each one. (Ads limited to **two per newsletter though we may very occasionally run three.**) We have close to 1,000 subscribers & a high Open Rate of 72%. **E-magazine Ad Specs: 970 pixels wide X 400 pixels tall.**

- Sponsorship e-magazine/newsletter ads: \$125

DISCOUNTS

- **10% discount on all self-produced ads for 6-12 month run**