



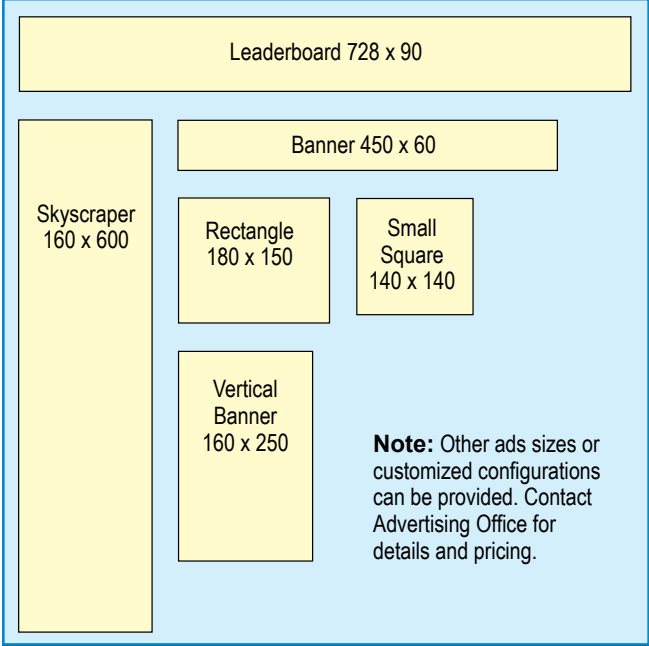
**ONLINE AD RATES 2017**  
**Rate Card PT OL-1701**  
 EFFECTIVE January 1, 2017

<http://paralegaltoday.com>

<b>RATES ARE MONTHLY</b> The minimum program is for 3 months.			
AD SHAPE	AD SIZE	Per month 3 - 5 mos.	Per month 6 mos. or more
Leaderboard	728 x 90	\$875	\$825
Skyscraper	160 x 600	\$850	\$800
Vertical Banner	160 x 250	\$525	\$485
Rectangle	180 x 150	\$475	\$435
Banner	450 x 60	\$425	\$395
Small Square	140 x 140	\$350	\$325

**NOTE:** All rates are *net* to publisher.

**Combination Discount**  
 Advertiser who run a duplicate program of the same size advertisement and duration on both **Paralegal Today AND Litigation Support Today websites** earn a 2% combination discount applied to both programs.



**DUE DATES FOR ADS**  
 Ten days prior to launch

**BANNER SPECIFICATIONS**  
**File Size:** 30K maximum  
**File Type:** GIF, JPEG, or PNG  
**Animation:** Flash banners must be created according to webmaster instructions. Any labor or other production costs required by publication will be priced at standard trade rates with cost estimate provided in advance.

**ROTATION**  
 Where more than one advertiser wants an ad of the same size and position on a page, such ads will be placed in automatic rotation with a timing interval of approximately 10 seconds, limited to three ads in the sequence.

**Note:** Publisher reserves the right to refuse any advertising publisher deems inappropriate or unsuitable to the magazine's target audience.

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