

ONLINE AD RATES 2020

Rate Card PT OL-2001

EFFECTIVE January 1, 2020

<http://paralegaltoday.com>

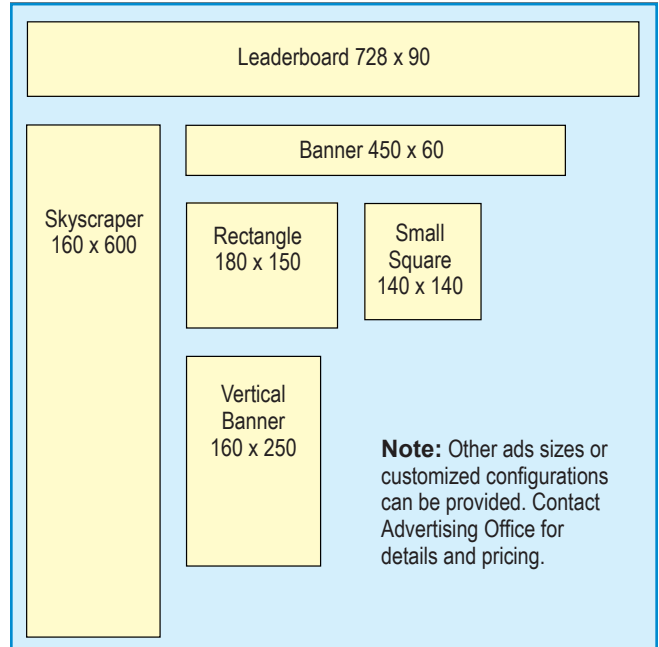
RATES ARE MONTHLY The minimum program is for 3 months.

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.

ADVERTISING SALES OFFICE

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