

WEBSITE Ad Specs 2024

WEBSITE ADVERTISEMENTS

- All advertisements must have a start and end date.
- All advertisements are due a week prior to the start of the ad campaign. Please submit all ads to **ADS@EXPERIENCELIFE.COM**.
- Mobile-only placement is not available.
- Creative for both desktop and mobile sizes is required for all leaderboard ad placements.
- Geotargeting is available with an additional fee.
- Prices are subject to change depending upon channel traffic.

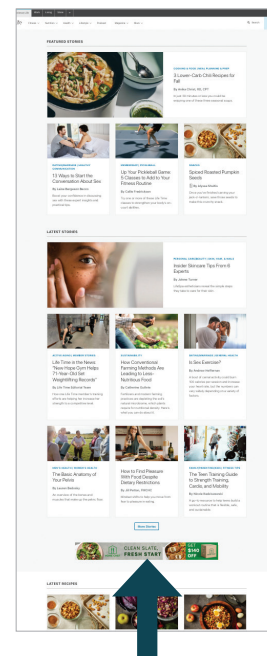
	LEADERBOARD	MEDIUM RECTANGLE
SIZE	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels	300 x 250 pixels
FORMAT	JPEG or GIF*	JPEG or GIF*
NET PRICE (CPM)	\$17	\$15
RESOLUTION	72	72
BACKGROUND	Nonwhite preferred	Nonwhite preferred
BORDER	Yes	Yes

DIGITAL RATES	1MO	3MO	6MO	12MO
Leaderboard	\$6,000	\$5,750	\$5,500	\$5,250
Medium Rectangle	\$5,250	\$5,000	\$4,750	\$4,500

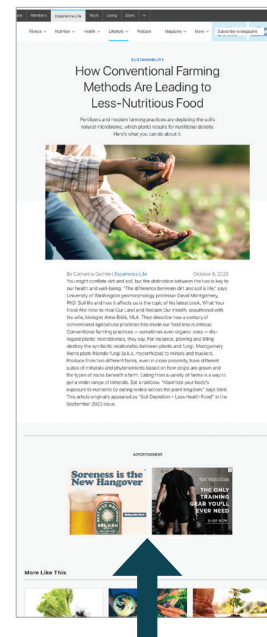
*GIF AD SPECS

2 Mbps • 32-bit • At least 15 frames/second • :15 or :30 • 1 MB or less

For sponsored-content advertising opportunities, contact **LTMEDIA@LT.LIFE**.



LEADERBOARD



MEDIUM
RECTANGLE

Experience Life