

Average monthly users

15,574

Average monthly page impressions

27,146

**NOTE:**

For 728 and 920 wide ads, a 320x50 banner is also requested for mobile devices.

DIGITAL SPECS

All dimensions shown below are in pixels. Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertiser's using a third party service are responsible for tracking their own banner ad clicks.

300x250, 728x90, 300x600, 970x90 Static Banners

- Size may not exceed 35k (300x600 can be 45k)
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files will not be accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags
- For 728 and 970 wide ads a 320x50 banner is also requested for mobile devices

Background Skins

- Please supply left and right side artwork in jpg format
- Please note, background skins are not guaranteed to show on mobile devices and tablets
- DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.

Welcome Banner (600x400)

- Size may not exceed 45k
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files are not accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

ONLINE RATES

- See pg. 9

ADVERTISING

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