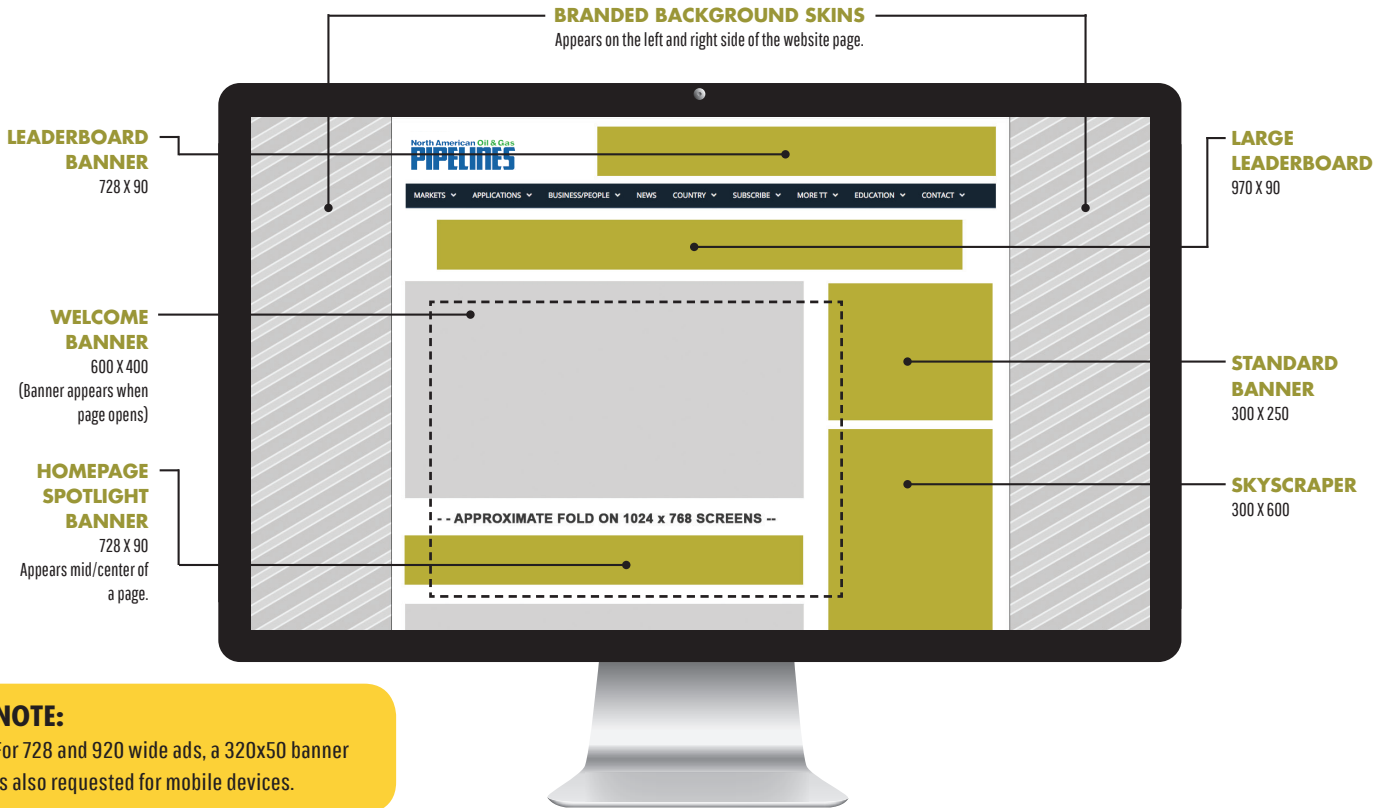


Average monthly unique browsers

6,127*

Average monthly page views

13,629*



NOTE:

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

* Google Analytics July-Dec 2016

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 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. 11