

Website

solarbuildermag.com



10,300
Average Users per Month



19,800
Average Pageviews per Month

+30%
Increase Year Over Year

Banner Advertising

CPM Net Rate

- **Branded Background Skins***\$12,000 Annual
1260 x 760 (optimized for 1280 wide browsers)
1440 x 800 (optimized for 1400 wide browsers)
Appears on the left and right side of the website page.
- **Leaderboard Banner** \$90
728 x 90
- **Large Leaderboard Banner** \$100
970 x 90
- **PushDown Banner** \$125
970 x 90
Banner expands to 970 x 250
- **Standard Banner** \$60
300 x 250
- **Skyscraper Banner** \$85
300 x 600
- **Interstitial Ad** \$200
600 x 400
Ad pops up while a user is browsing between pages.
- **Inline Banner** \$125
300 x 250
Appears within the natural flow of editorial content on run of site.



Advertising

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Editorial

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*Please note, background skins are not guaranteed to show on mobile devices and tablets

Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.