

RATES & SPECS INDEX

PRINT & DIGITAL

Full Page: \$4,725-5,560
Half Page Island: \$2,220-2,715
Half Page: \$1,820-2,225
Third Page: \$1,450-1,795
Qtr Page: \$995-1,250
Back Cover: \$5,025-5,865
Inside Covers: \$4,975-5,765
Two Page Spread: \$5,945-7,065
Digital Ad: Included with all ads

Full Page Float: 8.5" x 10"
Full Page Trim: 8.75 x 10.875"
Full Page Bleed: 9.0" x 11.125"
Half Page Island: 5.2" x 7"
Half Page Horizontal: 7.875" x 4.5"
Half Page Vertical: 3.875" x 9.5"
Third Page: 2.54" x 9.5"
Third Page Horizontal: 7.875" x 3"
Quarter Page: 3.875" x 4.5"
Digital Ad: 1400px x 425px

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions Document size should be built to specified size with no additional border/white space.

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly. Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL .125" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

PRINT & ONLINE SERVICES DIRECTORY

Back Cover: \$2,470
Inside Covers: \$2,180
Full Page: \$1,890
Third Page: \$925
Premium Listing: \$525
Annual Listing: \$1,495

Full Page Float: 8.5" x 10"
Full Page Trim: 8.25" x 10.375"
Full Page Bleed: 8.375" x 10.5"
Third Page: 2.375" x 9.25"

RATES & SPECS INDEX

E-NEWS

Daily: \$1,830-19,410

Weekly: \$2,255-7,135

Thought Leadership: Please contact for rates

Monitor Exclusive: Please contact for rates

Banners on the Daily E-News are vertical or horizontal.

Horizontal Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

Vertical Banner Size: 200 pixels wide by 400 pixels high.

Banners on the Weekly Wrap Up are horizontal only.

Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

All banners have a maximum file size of 30K and should be in JPG or GIF format. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers. Please supply the URL to where your banner should link.

Thought Leadership: an image thumbnail with a play button (jpg/png) that is 200x150 pixels (or anything larger with the same proportions. ex: 2000x1500 pixels) and a link to the video. The video is not directly embedded into the e-news. The video can be any length and with or without sound.

Horizontal Banner: 600px x 160px

Vertical Banner: 200px x 400px

Thought Leadership: 200px x 150px

+ link to the video

WEBSITE

Leaderboard: \$1,990-1,670

Skyscraper: \$1,830-4,585

Top Box Banner: \$1,210-3,695

Premium Banners: Please contact for rates

Thought Leadership: Please contact for rates

Leaderboard: 728px x 90px

Skyscraper: 300px x 600px

Top Box Banner: 300px x 250px

Video Banner: 300px x 250px

Expandable Pushdown Banner: 728px x 90px

+ 728px x 400px

Accepted Formats: GIF, JPG and HTML5

Maximum Sizes: 40K for GIF/JPG; 200K for HTML5

URL: Please supply a URL to where your banner should link

Maximum Animation Length: 30 seconds or three complete loops SKYSCRAPER

HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo!

Publisher Network platforms.

Thought Leadership: video should be maximum size for optimal resolution. The video can be any length and with or without sound.

SPOTLIGHT

Rate: Please contact for rates

Company logo: Max file size

Headshot (if applicable): Max file size

Approx. 500 words

EMPLOYMENT

Online Posting: \$275-435

Featured Employer Program: \$255-1,225

Company logo: Max file size

Will be displayed at 250px x 150px

PODCAST SERIES

Podcast Sponsorship: Please contact for rates

Podcast Participation: Please contact for rates

Company logo: Max file size

Will be displayed at 1080p