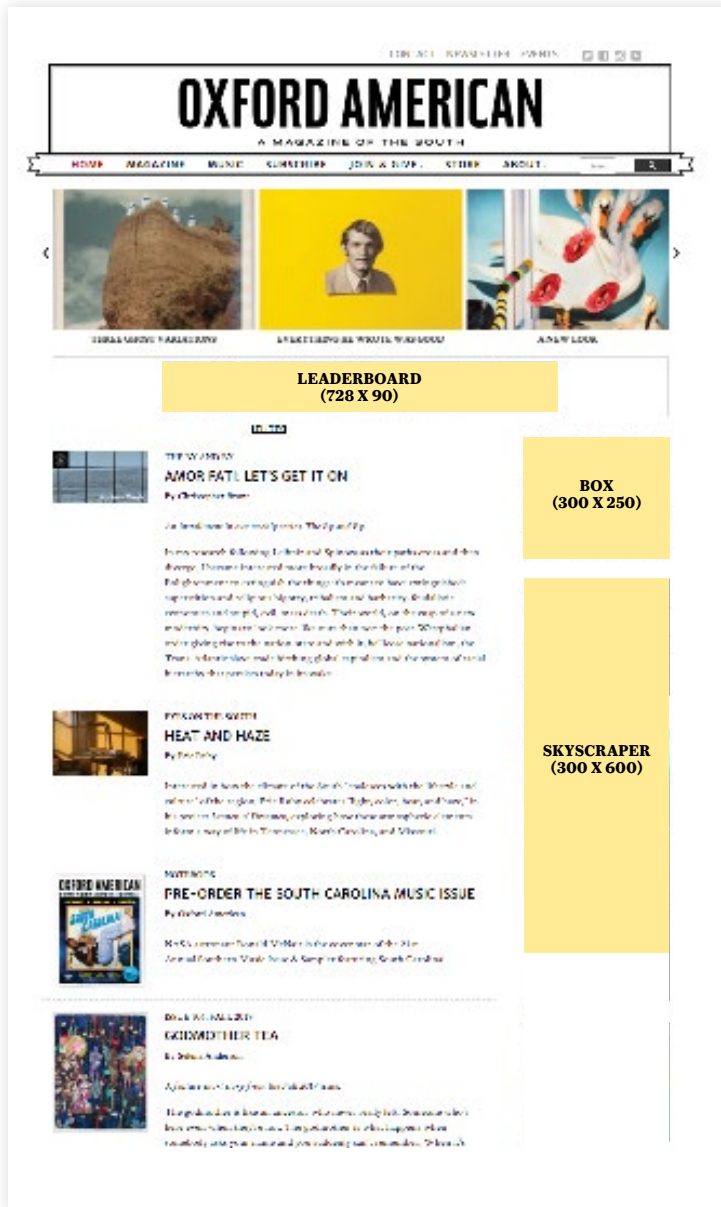


WEB AD SPECIFICATIONS



OxfordAmerican.org

expands our mission to explore Southern culture (music, literature, art, food, and engaging topics) through good writing like never before. We see OxfordAmerican.org as a tremendous addition to our beloved printed issue.

BANNER OPTIONS:

	width x height	cost per week	cost per month
The Box	300 x 250	\$125	\$400
Skyscraper	300 x 600	\$175	\$600
Leaderboard	728 x 90	N/A	\$950

ADVERTISING SPECIFICATIONS:

Home Page Placements	PNG/JPEG/GIF Max File Size
300 x 250	30K
300 x 600	30K
728 x 90	30K

Accepted File Formats: PNG/JPEG/GIF

Flash: No Flash files

HTML: No HTML banners

Third Party Ad Server: No

Third Party Tags Accepted: Yes

Sound Allowed: Opt in

REACH:

- **90K+** pageviews per month on average
- **50K+** visitors per month on average

• **Web banners** are featured on the home page of OxfordAmerican.org, as well as on select interior pages.

• **Click-through and impression reports** are available to web advertisers upon request.

Ask about our Digital Bundles!