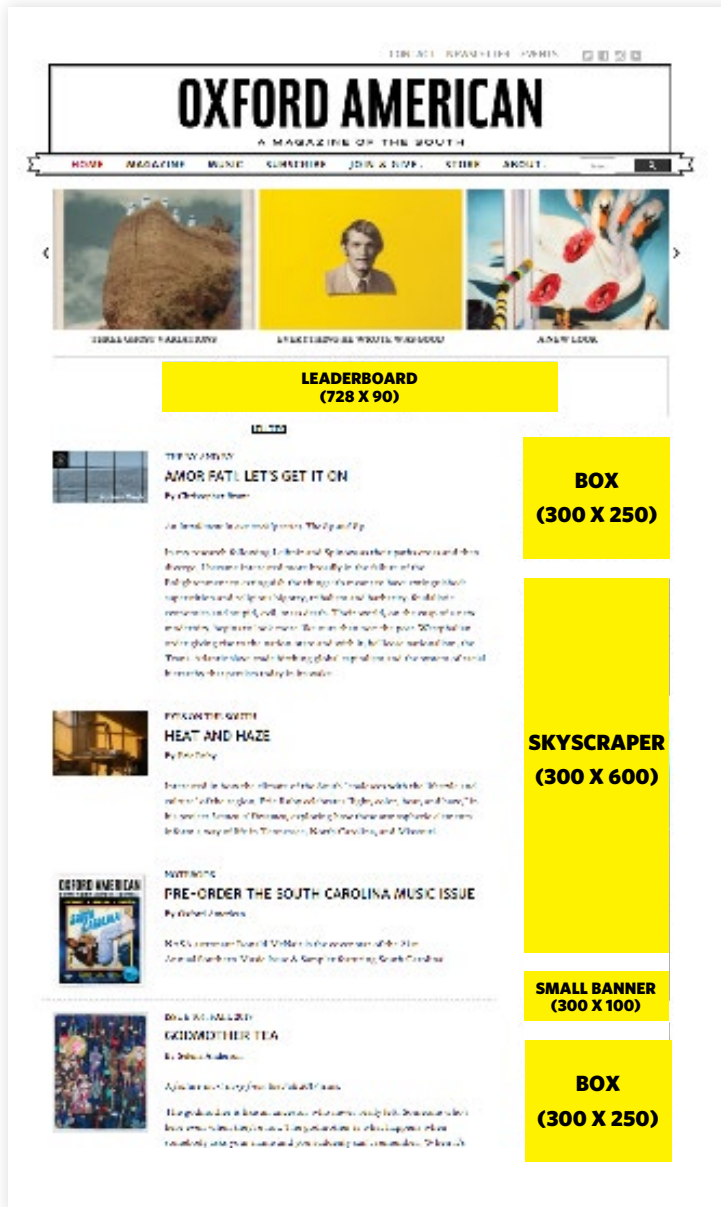


WEB AD SPECIFICATIONS



- **Web banners** are featured on the home page of OxfordAmerican.org, as well as on selected interior pages.
- **Click-through and impression reports** are available to web advertisers upon request.

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
Small Banner	300 x 100	\$50	\$200
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 100	10K
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:

- **91,000** pageviews per month on average
- **43,000** visitors per month on average

Ask about our Digital Bundles!