

2018 Digital Advertising Specs & Rates

UNITS	DIMENSIONS	FILE TYPE	LOOPS	MAX SIZE GIF/JPEG	RATE /per 4 weeks
Home Page Post	Article & at least 1 image	Pdf for article, jpeg for image	static	500	580 €
Leader Board / Billboard	[728 x 90], [728 x 90] can expand down to [728 x 400], expansion must be user initiated	jpeg, gif, rich media	static	25	230 €
Pop up Ad on main page	600 x 472	jpeg, gif	static	220	300 €
Pop up Ad on selected post	496 x 495	jpeg, gif	static	220	188 €
Half Page	300 x 600	jpeg, gif, rich media	static		231 €
Rectangle	300 x 250	jpeg, gif, rich media	static	25	231 €
Logo (creative may include sponsored by text and should be transparent)	120 x 40	jpeg , gif, click url	static	35	25 €
Newsletter Ads	728 x 90	jpeg, gif	static	25	250 €
Advertorial Article	max 350 words, at least 1 image	Text for article, jpeg for image	static	50	500 €
Video Ads		cdn embedded	static		250 €

***Note: Rates do not include the taxes.*

For more information regarding ads: contact@truckbusnews.com