

AD SIZE	1-4 ISSUES	5-18 ISSUES	19-35 ISSUES	36-52 ISSUES
Leaderboard 728 pixels wide x 90 pixels high maximum 40KB	\$610	\$540	\$480	\$415
Banner Ad Space (Top) 468 pixels wide x 60 pixels high maximum 20KB	\$510	\$445	\$380	\$320
Banner Ad Space (Bottom) 468 pixels wide x 60 pixels high maximum 20KB	\$445	\$380	\$320	\$255
Medium Rectangle 300 pixels wide x 250 pixels high maximum 30 KB	\$550	\$500	\$400	\$350
Skyscraper 120 pixels wide x 600 pixels high maximum 40 KB	\$510	\$445	\$380	\$320
2 Unit Ad 120 pixels wide x 200 pixels high maximum 25KB	\$340	\$290	\$230	\$170
1 Unit Ad 120 pixels wide x 100 pixels high maximum 15 KB	\$180	\$155	\$125	\$95
Career Ads	\$300 for 4 issues with cross-posting on the Boards Website for four weeks: www.boardsmag.com			

Prices are per issue | Rates quoted in gross dollars | Further information about artwork specs and creating ads available at <http://www.boardsmag.com/advertising/>



The 'boards online weekly e-newsletter' showcases the previous week's best commercial work, business and people moves, events, industry headlines and news. It is sent out every Tuesday to over **5000 of the top commercial production and advertising professionals in North America and internationally.** Boards has one of the strongest and most accurate databases in the industry. Our e-newsletter doesn't go to the guy running the mailroom, and it doesn't go to any long-forgotten e-mail address that has fallen into disuse. We reach the decision makers.

When you place an ad on our e-newsletter, Boards will send you a weekly or monthly update with the amount of impressions and click-throughs your ad has received. This way you can measure the effectiveness of your 'boards online e-newsletter advertising program.

Accepted files: E-Newsletter advertisements can be in gif or jpeg format. Maximum file sizes and the dimension of the ad depend on position. When you submit your ad please ensure that you include both the ad file, and the URL that your ad should clickthrough to.

Artwork to be submitted no less than 3 days prior to campaign start date.
 There will be a \$50 production charge for any files that are submitted unfinished or in formats other than those listed above. Additional designer time is \$50/hr.
 Please use our web upload service: <http://www.boardsmag.com/upload> and call your sales representative before uploading your files.