

**Banner Ads:**

**digital banner ads delivering one million impressions monthly to Philadelphia County with various sized ads with new creative. The target will be adults 25 to 64 with a skew towards women.**

**BANNER ADS PROGRAM – 250,000 to 1,000,000 ADS A MONTH; Various sizes.**

**Example of targeting women 25 to 64 for healthcare products and services;**

**Banner ads will be running on these websites in your targeted marketing are by zip codes**

**Oprah.com**

**WebMD.com**

**CNN.com**

**Newsweek.com**

**CSNPhilly.com**

**Philly.com**

**TravelandLeisure.com**

**Lifetime.com**

**Prevention.com**

**Yahoo.com**

**HGTV.com**

<b>Dimension</b>	<b>Name</b>	<b>Maximum size</b>
300 x 250	Medium rectangle	150 KB
336 x 280	Large rectangle	150 KB
728 x 90	Leaderboard	150 KB

<b>Dimension</b>	<b>Name</b>	<b>Maximum size</b>
300 x 600	Half page or large skyscraper	150 KB
320 x 50	Mobile leaderboard	150 KB

Digital Banner Advertising Program

250,000 Impressions	\$1,495 per month	250 Guaranteed Click-Throughs
500,000 Impressions	\$1,995 per month	500 Guaranteed Click-Throughs
1,000,000 Impressions	\$2,795 per month	1,000 Guaranteed Click-Throughs