

(all rates are in CAD\$)

Run-of-Site (ROS) Creative Sizes and Rates

Creative Size	Area of Display	Net Rate	Maximum File Size	Rich Media Accepted
728x90	above the fold	\$50 CPM	37K or script	Yes
300x250	above the fold	\$50 CPM	37K or script	Yes
300x600	above the fold	\$70 CPM	37K or script	Yes
Text Ad	above the fold	\$25 CPM	75 characters	No
300x250	below the fold	\$25 CPM	37K or script	Yes

eNewsletter Sponsorships and Rates

Ad Type	Net Rate	Ad Specs
Creative	\$250	300x250 banner - jpg or gif
Text	\$200	maximum of 500 characters

Technical Specifications for Various Ad Types

Technical Information	Specifications
Media Types Supported	Animated or Static GIFs/JPGs, HTML/JavaScript and Flash. All rich media creative ads must open in a new browser when clicked.
Link Format	Every text ad must have a working URL (eg. http://www.rfidworld.ca/landingpage.html) and a text anchor of up to 65 characters
Graphic Format	Images must be optimized for a web palette of 256 colours and 72 dpi



If you have any questions please contact your sales rep or you can email advertising@rfidworld.ca