

Collegian Inc National Display

[Home](#) [Classifieds](#) [Dates](#) [Kit](#) [Rates](#) [Contact](#) [Forms](#) [Calculator](#) [Promotions](#)

Banner Advertisement Positions

IAB Designation	Our Description	Size in pixels		Location	Above the Fold
		Width	Depth		
Leaderboard	Top Banner	728	90	Top of page	Yes
Medium Rectangle	Rectangle	300	250	Right column under navigation bar	Yes
Half-Page	Half-Page	300	600	Right column	No
Full Banner	Footer	468	60	Bottom of Page	No
Interactive Advertising Bureau Banner fully visible in the top 600 pixels of a web browser window. Banner advertisements smaller than their official size may be run. For example: A full banner (468 x 60 pixel) advertisement can be placed in the Leaderboard, or Top Banner, position. There is no reduction in rate. Technical specifications for banner advertisements are listed on the example banner image.					
Notes					

Banner Advertisement Rates

Banner advertisements are sold for weekly time periods.
Rates are effective after Aug. 16, 2010 through Aug. 1, 2011.

Our Description	Price	Est. # Views
First Week [1 to 7 Days]		
Top Banner [Leaderboard]	\$ 60.00	4,500
Rectangle [Med. Rect.]	\$ 60.00	4,500
Half-Page [Half-Page]	\$ 40.00	4,500
Footer [Full Banner]	\$ 35.00	4,500
Each Additional Week per week charge		
Top Banner [Leaderboard]	\$ 45.00 / week	4,500 / week
Rectangle [Med. Rect.]	\$ 45.00 / week	4,500 / week
Half-Page [Half-Page]	\$ 35.00 / week	4,500 / week
Footer [Full Banner]	\$ 30.00 / week	4,500 / week
Notes The actual number of views for your banner will depend upon its duration. The minimum views for seven full days should not be less than 4,500. Rates are subject to change. Rates are effective Aug. 16, 2010 through Aug. 1, 2011.		

Calculate Your Banner Advertisement Cost

Use this calculator to determine how much your Web Banner Advertisement will cost.

Advertisement Position:

Top Banner

Number of Weeks:

> Click to Calculate <

Cost of this advertisement:

Not Found

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