

FIRST THINGS

2019 **ONLINE**
ADVERTISING
RATE CARD

Effective January 1, 2019

Online Advertising Pricing

Ad Type	Dimensions	CPM*
Top Banner	728 x 90 pixels	\$6.00
Wide Skyscraper	160 x 600 pixels	\$4.00
Medium Rectangle	300 x 250 pixels	\$2.00

*CPM = cost per thousand impressions

FirstThings.com Traffic

Averaging over 600,000 *visits* per month

Averaging 1,000,000 *page views* per month

Top Banner
728 x 90 pixels

**Wide
Skyscraper**
**160
x
600
pixels**

Medium Rectangle
**300 x 250
pixels**

Art Specifications

- File formats: gif, jpg, png, swf*
- 72 ppi (pixels per inch)
- Size at designated pixels for ad type
- Submit via email to:
firstthingsadsales@pma-inc.net
- Provide target URL
- Persistent rapid or strobing animation
not acceptable

Composition

Ad composition is available upon request for a fee.
Additional charges may be incurred for ads with special production requirements.

About FirstThings.com

FirstThings.com ranks as the second most popular site among similar journals, including Christianity Today, Sojourners, America, Commonweal, and Christian Century.

Advertising at FirstThings.com

Your ad will be scheduled by the number of impressions ordered and with a beginning and end date. You will be billed for the actual number of times your ad is viewed (impressions) by visitors to www.firstthings.com.

*About Flash (.swf) Files

In order for our ad-serving software to track adclicks, URLs should not be hard-coded, but replaced with the ActionScript at right. Then provide us with your target URL.

```
on(release) {  
    getURL (clickTAG, "_blank");  
}
```

Contact

Richard Vaughan or Sue Milnes • Publishing Management Associates, Inc.
129 Phelps Avenue • Suite 312 • Rockford, IL 61108
Phone 815-398-8569 • Fax 815-398-8579 • Email firstthingsadsales@pma-inc.net • www.pma-inc.net