

## Online Advertising Pricing

Ad Type	Dimensions	CPM*
Top Banner	580 x 99 pixels	\$4.50
Tall Column/Skyscraper	120 x 600 pixels	\$3.00
Short Column	120 x 240 pixels	\$1.50

\*CPM = cost per thousand impressions

## FirstThings.com Traffic

Averaging over 330,000 *visits* per month

Averaging over 660,000 *page views* per month

580 x 99 pixels

## Art Specifications

- File formats: gif, jpg, png, swf\*
- 72 ppi (pixels per inch)
- Size at designated pixels for ad type
- Maximum file size: 30K
- Submit via email, FTP, or URL
- Provide target URL
- Persistent rapid or strobing animation not acceptable

## About FirstThings.com

According to Alexa traffic rankings, FirstThings.com is the second most popular site among similar journals, including Christianity Today, Sojourners, America, Commonweal, and Christian Century.

## Advertising at FirstThings.com

Your ad can be scheduled by the number of impressions ordered, or by beginning and ending dates. You will be billed for the actual number of times your ad is viewed by visitors to [www.firstthings.com](http://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.

## Contact

**Richard Vaughan** • 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](mailto:firstthingsadsales@pma-inc.net) • [www.pma-inc.net](http://www.pma-inc.net)

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

120  
x  
240  
pixels

120  
x  
600  
pixels