

# FIRST THINGS

2023 **ONLINE**  
ADVERTISING  
RATE CARD

Effective January 1, 2023

## 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 500,000 visits per month

Averaging 760,000 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](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.

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

### Contact

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