

E-Newsletter

Ad Rates for FT E-newsletter

Size (pixels)	1x Rate	Weekly Rate	Monthly Rate
200 x 200	\$ 50	\$100	\$400
200 x 500	\$100	\$200	\$800
460 x 60	\$ 50	\$100	\$400

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

Advertising Representatives

Publishing Management Associates, Inc.
 129 Phelps Avenue, Suite 312
 Rockford, IL 61108
 Phone 815.398.8569
 Fax 815.398.8579
 firstthingsadsales@pma-inc.net
 www.pma-inc.net

