

## E-Newsletter

Published Weekly

### Ad Rates for FT E-newsletter

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

### 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](mailto:firstthingsadsales@pma-inc.net)
- ✦ Provide target URL
- ✦ Persistent rapid or strobing animation not acceptable

### Contact Advertising Representatives

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