

# FIRST THINGS

2021 E-NEWSLETTER  
ADVERTISING  
RATE CARD

Effective January 1, 2021

## E-Newsletter Advertising Pricing

### 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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