

## 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 over 600,000 *visits* per month

Averaging 1,000,000 *page views* per month

**Top Banner**  
**728 x 90 pixels**

**Medium Rectangle**  
**300 x 250**  
**pixels**

**Wide**  
**Skyscraper**  
**160**  
**x**  
**600**  
**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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