

Online



Banners

Banners are rectangular ad formats that are placed in the top part of the page. This is one of the most common ad units available.

Rectangles

Rectangles (Showcases or Islands) usually sit central to page content; some sites are offering extra large formats giving you more impact on the page.

Skyscrapers

Vertical rectangle ads usually placed on the right hand side of the page; often the best format for pages that are scrolled down, e.g. news stories, article pages.

Tiles

Tiles are usually placed within the page; this means advertisers deliver their message while users scroll through the pages while viewing certain content; they are small in dimension and file size.

ALL AD FORMATS ARE BASED ON THE INTERNET BUREAU SPECIFICATIONS



SMALL BANNER

SKYSCRAPER

RECTANGLE



SMALL BANNER

SKYSCRAPER

TILE

Specifications	width x depth
Small banner	760 x 120 pixels
Skyscraper	120 x 600 pixels
Rectangle	300 x 250 pixels
Tile	120 x 120 pixels

Rates	Week	Month
Small banner	\$200	\$800
Skyscraper	\$250	\$700
Rectangle	\$250	\$700
Tile	\$100	\$300

For advice on advertising please contact:
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