

# Online Advertising Rates

## Homepage panel advertising



Ads in the “Panel Ad Location (PAL)” appear only on the homepage. The price of the ad is based on ad depth. Width of all “PAL” ads is 120 pixels.

- **Button (120 x 60) - \$ 100 per month**
- **Tile (120 x 90) - \$ 115 per month**
- **Tower (120 x 240) - \$ 125 per month**
- **Skyscraper (120 x 600) - \$ 200 per month**

Payments are due in advance.

### Submission Guidelines

Please send ad in a Gif, PNG, or Jpeg format. Ad size maximum is 25k.