

E-Newsletter Advertising Pricing

Size (pixels)	1x Rate	Monthly Rate
200 x 200	\$50	\$200
200 x 500	\$100	\$400
460 x 60	\$50	\$200
358 x 156	\$150	\$600

Frequency

The FIRST THINGS E-Newsletter is sent out every Tuesday.

Art Specifications

- File formats: gif, jpg, png
- 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

Contact Advertising Representatives

Richard Vaughan or Sue Milnes

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