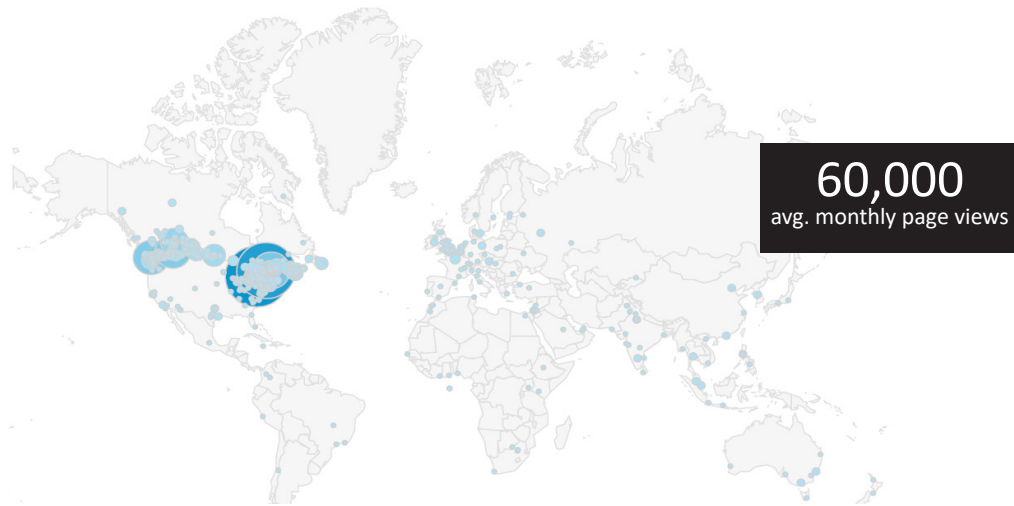


POLICY OPTIONS

POLITIQUES

OUR READERSHIP



RATE CARD

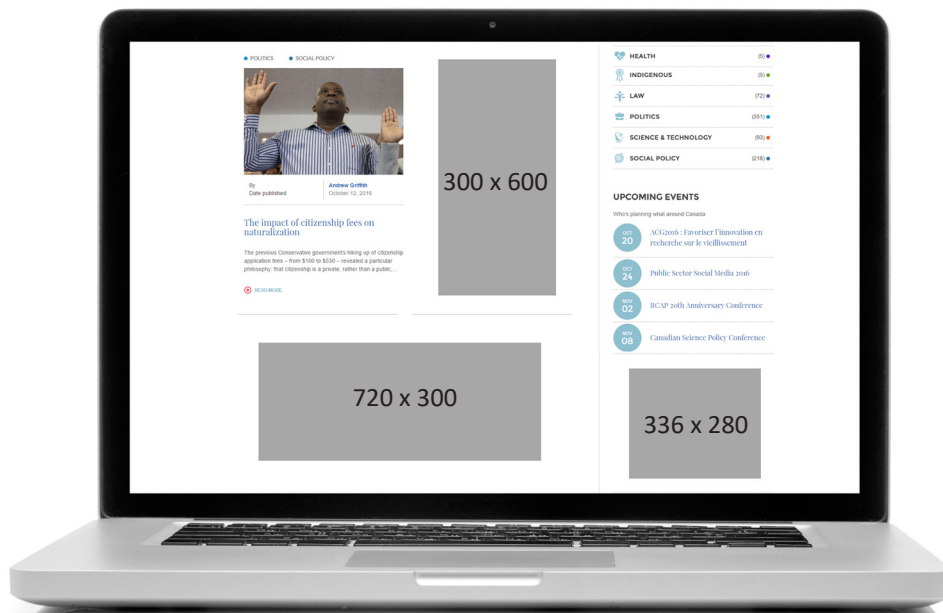
Ad unit	Pixel size	Placement	Cost per 1,000 impressions (CPM)		
			Under 50k	50k to 100k	Over 100k
Rectangle	336 x 280	All website pages	\$36.00	\$34.00	\$32.00
Rectangle	336 x 280	All article/podcast/video pages	\$35.00	\$33.00	\$31.00
Long rectangle	300 x 600	Home page	\$32.00	\$30.00	\$28.00
Wide rectangle	720 x 300	Home or hot topics pages	\$31.00	\$29.00	\$27.00

TECHNICAL REQUIREMENTS

Format	Requirements
Static	GIF, JPG, PNG; max file size: 150kb
GIF animation	Max file size: 150kb
Flash animation	Max file size: 150kb; Please provide a GIF or JPG backup for non-flash enabled devices
Link destination	Include ad link destination in insertion instructions

Note: All rich media must be served by a third party.

POLICY OPTIONS POLITIQUES



To discuss the options, please contact Suzanne Ostiguy McIntyre at smcintyre@irpp.org or call 514-787-0740. For more information about technical requirements, contact Shirley Cardenas at scardenas@irpp.org.

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