



ANTIQUES

And The Arts Weekly

ONLINE Advertising Rates

www.antiquesandthearts.com

BILLBOARD AD

(970w x 250h pixels)

REGULAR RATE: \$350/week

BUNDLE RATE: \$225/week if you have a ½ page or larger ad in paper.

SPECIAL BUNDLE RATE for full page advertisers (BW OR 4C): \$175/week

Position: Top of the popular *Calendar* page as well as *About*, *FAQ*, *Subscribe*, *Picker*, *Archive*, and *My A&A*

Links to: URL of your choice

Your ad rotates with up to three other advertisers

LEADERBOARD AD

(728w x 90h pixels)

REGULAR RATE: \$140/week

BUNDLE RATE: \$110/week with a ¼ page or larger print ad the same week.

Position: Footer of the *Home Page* and nearly all other pages.

Links to: URL of your choice

This ad space is a sponsorship buyout. No other ads rotate with it.

FILMSTRIP AD

(300w x 600h pixels)

REGULAR RATE:

\$180/week

BUNDLE RATE:

\$140/week

with a ¼ page or larger print ad the same week.

Position: Right hand side of the *Home Page*, adjacent to feature articles and appears on nearly all other pages.

Links to: URL of your choice

Your ad rotates with up to three other advertisers

WEEKEND EVENTS EMAIL BLAST

(600w x 165h pixels)

RATE: Top: \$160, Bottom: \$140 • One available per week.

Position: Ad goes in our Thursday editorial email featuring events taking place that weekend.

Links to: URL of your choice

HEADLINE NEWS EMAIL BLAST

(708w x 166h pixels)

RATE: \$500/week

Position: Ad goes in our Wednesday editorial email featuring our top headlines of the week.

Links to: URL of your choice

EXCLUSIVE EMAIL BLAST

(650w x 1200h pixels)

RATE: \$550/day

Links to: URL of your choice

All bundled web ads will run for 7 days (Monday through Sunday)