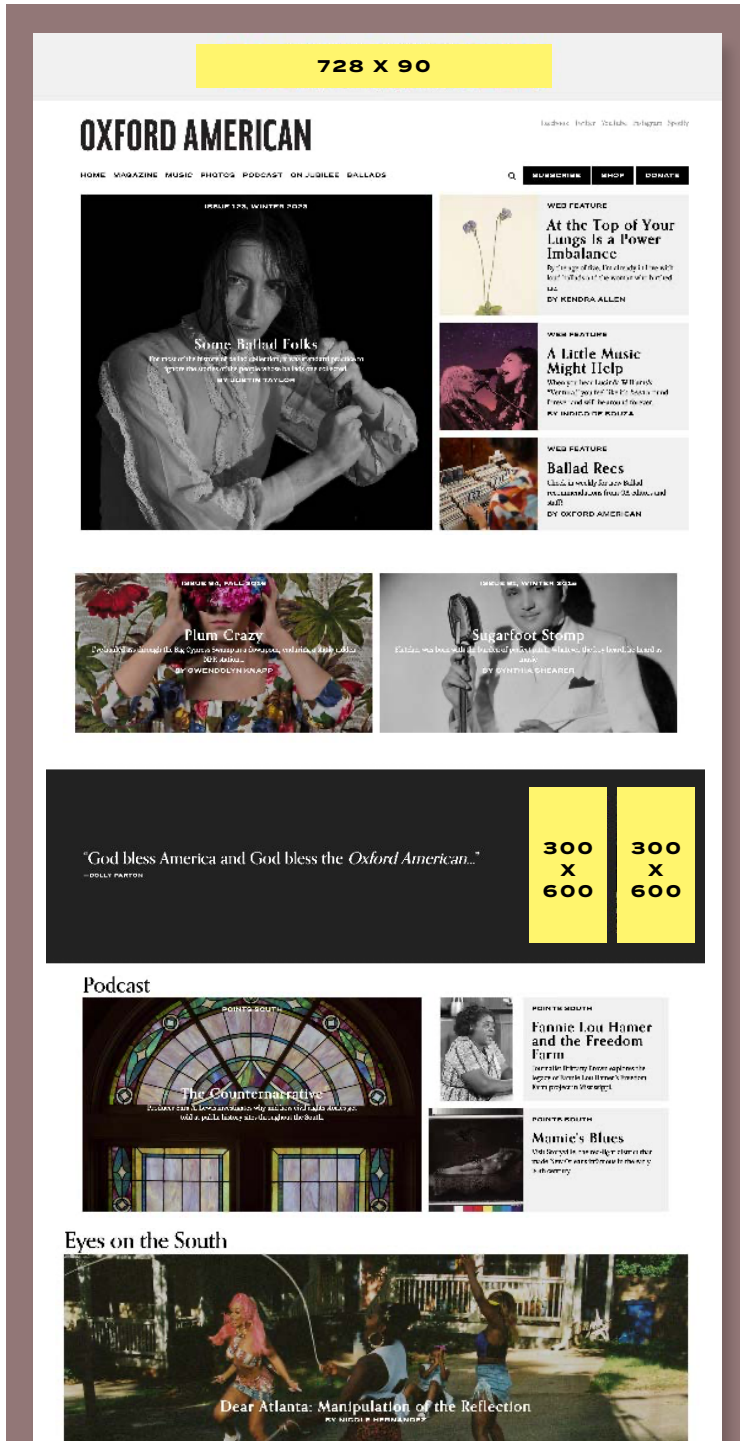


WEB AD SPECIFICATIONS



OxfordAmerican.org expands our mission to explore Southern culture (music, literature, art, food, and engaging topics) through exceptional writing. OxfordAmerican.org allows advertisers to deliver the message to an audience that prefers to constantly engage with our content in a Digital format.

Advertising partners also have the opportunity to run Sponsored Articles on OxfordAmerican.org.

OXFORDAMERICAN.ORG

71k
AVERAGE
PAGE VIEWS
PER MONTH

41k
AVERAGE
MONTHLY UNIQUE
VISITORS

BANNER OPTIONS:

Ad Unit	W x H	Cost Per Week	Cost Per Month
Skyscraper:	300x600	\$275	\$900
Leaderboard:	728x90	N/A	\$1,450
Run of Site			
Bundle:	728x90+300x600	N/A	\$2,200

Run of Site Bundle includes both a 728x90 Leaderboard banner and a 300x600 Skyscraper banner to appear simultaneously on the OA site. Banners will appear on all pages that support advertising (including the homepage and article pages).

OXFORDAMERICAN.ORG ADVERTISING SPECIFICATIONS:

Home Page Placements: PNG/JPEG/GIF
Max File Size

300 x 600 30K
728 x 90 30K

Accepted File Formats: PNG/JPEG/GIF

Provide URL or UTM

Flash: No Flash files

HTML: No HTML banners

Third Party Ad Server: No

Third Party Tags Accepted: No

Sound Allowed: Opt in

- **Web banners** are featured on the Homepage of OxfordAmerican.org, as well as on select interior pages.
- **Click-through** and **impression metrics** are available to web advertisers upon request