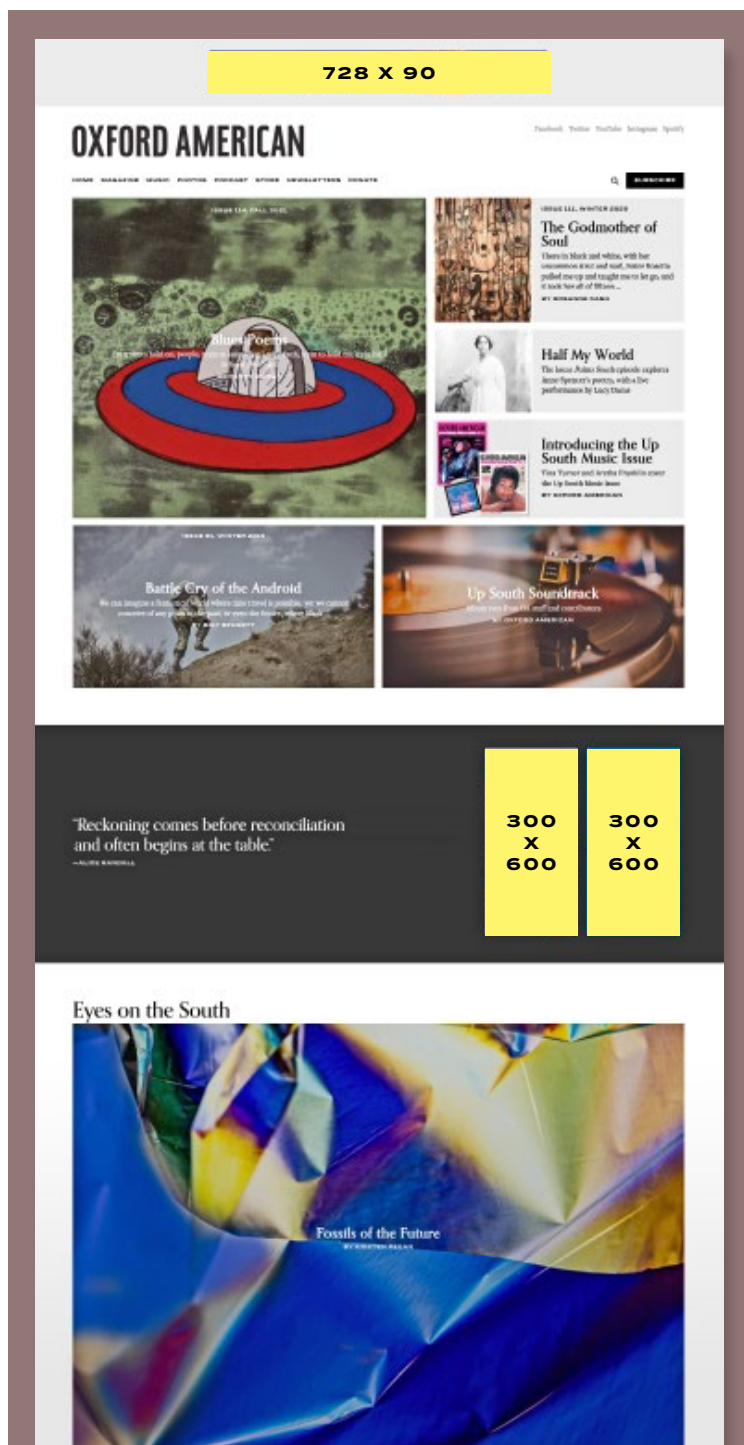# WEB AD SPECIFICATIONS

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 their message to an audience that prefers to constantly engage with our content in a Digital format. Introduced in 2024, OA Now includes timely content capturing moments as they are currently taking place in the South.

Advertising partners also have the opportunity to run **custom content articles** on OxfordAmerican.org.

OXFORDAMERICAN.ORG

71K	**41K**
AVERAGE PAGE VIEWS PER MONTH	AVERAGE MONTHLY UNIQUE VISITORS

BANNER OPTIONS:

Ad Unit	W x H (Pixels)	Cost Per Week	Cost Per Month
Skyscraper:	300 x 600	$300	$990
Leaderboard:	728 x 90	N/A	$1,600
Run of Site Bundle:	728x90 + 300x600	N/A	$2,400

Run of Site (ROS) 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
300x600	30K
728x90	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

• **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