FIRST THINGS.com

2015 FirstThings.com Advertising Rate Card

Online Advertising Pricing

Ad Type	Dimensions	CPM*
Top Banner	728 x 90 pixels	$6.00
Wide Skyscraper	160 x 600 pixels	$4.00
Medium Rectangle	300 x 250 pixels	$2.00

*CPM = cost per thousand impressions

FirstThings.com Traffic

Averaging over 560,000 *visits* per month

Averaging 1,000,000 *page views* per month

Top Banner
728 x 90 pixels

Medium Rectangle
300 x 250 pixels

Wide Skyscraper
160 x 600 pixels

Art Specifications

- File formats: gif, jpg, png, swf*
- 72 ppi (pixels per inch)
- Size at designated pixels for ad type
- Maximum file size: 30K
- Submit via email, FTP, or URL
- Provide target URL
- Persistent rapid or strobing animation not acceptable

Composition

Ad composition is available upon request for a fee.
Additional charges may be incurred for ads with special production requirements.

About FirstThings.com

According to Alexa traffic rankings, FirstThings.com is the second most popular site among similar journals, including Christianity Today, Sojourners, America, Commonweal, and Christian Century.

Advertising at FirstThings.com

Your ad can be scheduled by the number of impressions ordered, or by beginning and ending dates.
You will be billed for the actual number of times your ad is viewed by visitors to www.firstthings.com.

*About Flash (.swf) Files

In order for our ad-serving software to track adclicks, URLs should not be hard-coded, but replaced with the ActionScript at right. Then provide us with your target URL.

```
on(release) {
getURL (clickTAG, "_blank");
}
```

Contact

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