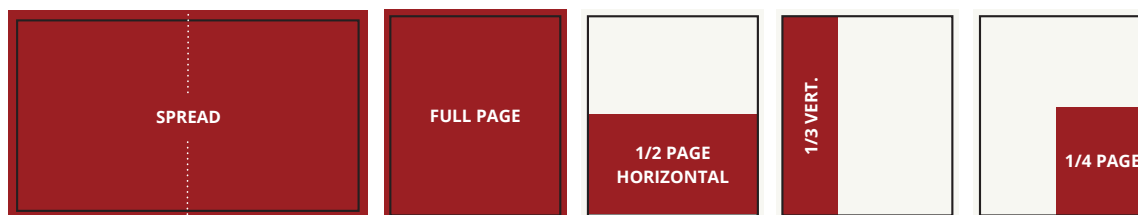


# Rates & Specs

**24x7**

## Print



### PREFERRED POSITIONS

#### Premium:

Premium Placement ..... \$575

#### Color Rates:

Spot Color..... \$400-800

| Full Color Ad Size  | Live Area     | Trim Size     | Bleed Size | 1x      | 3x      | 6x      | 12x     | 24x     |
|---------------------|---------------|---------------|------------|---------|---------|---------|---------|---------|
| Spread              | 15.5 x 10.25  | 15.75 x 10.75 | 16 x 11    | \$7,910 | \$7,740 | \$7,580 | \$7,270 | \$6,620 |
| Full Page           | 7.375 x 10.25 | 7.875 x 10.75 | 8.125 x 11 | \$4,205 | \$4,120 | \$4,040 | \$3,885 | \$3,560 |
| 1/2 Page Horizontal | 7 x 4.875     | -             | -          | \$2,900 | \$2,855 | \$2,805 | \$2,715 | \$2,525 |
| 1/3 Page Vertical   | 2.375 x 10    | -             | -          | \$2,585 | \$2,545 | \$2,510 | \$2,420 | \$2,275 |
| 1/4 Page Vertical   | 3.375 x 4.875 | -             | -          | \$2,270 | \$2,230 | \$2,205 | \$2,150 | \$2,015 |

**DESIGN GUIDELINES:** Files must be pdf or jpg. Images and fonts must be included when the file is created. Images must be CMYK and 300 dpi.

## Online

|                  | Desktop/Tablet Dimensions | Mobile Dimensions | Supported File Types | Max. File Size | Animation Gif. Max. Length | Max. Number of Frames | Rates            |
|------------------|---------------------------|-------------------|----------------------|----------------|----------------------------|-----------------------|------------------|
| Leaderboard      | 728 x 90                  | 320 x 50          | jpg, gif             | 45 kb          | 30 sec                     | 3                     | \$1,500/mo       |
| Medium Rectangle | 300 x 250                 | 300 x 100         | jpg, gif             | 45 kb          | 30 sec                     | 3                     | \$1,000-1,500/mo |
| Bottom Banner    | 940 x 60                  | 300 x 50          | jpg, gif             | 45 kb          | 30 sec                     | 3                     | \$1,000/mo       |
| Interstitial     | 640 x 480                 | -                 | jpg, gif             | 45 kb          | -                          | -                     | \$3,000/mo       |

**DESIGN GUIDELINES:** IAB Standard ad guidelines are used for online advertising. For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

**SEND AD MATERIALS TO:** SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM  
**FILE UPLOAD LINK:** [anthemcloud.egnyte.com/ul/FbcUW3Jxy9](https://anthemcloud.egnyte.com/ul/FbcUW3Jxy9)