

FIRST THINGS

2020 **E-NEWSLETTER**
ADVERTISING
RATE CARD

Effective January 1, 2020

E-Newsletter Advertising Pricing

Ad Rates for FT E-newsletter

Size (pixels)	1x Rate	Monthly Rate
200 x 200	\$ 50	\$200
200 x 500	\$100	\$400
460 x 60	\$ 50	\$200

Art Specifications

- ❖ File formats: gif, jpg, png, swf*
- ❖ 72 ppi (pixels per inch)
- ❖ Size at designated pixels for ad type
- ❖ Submit via email to: firstthingsadsales@pma-inc.net
- ❖ Provide target URL
- ❖ Persistent rapid or strobing animation not acceptable

Contact Advertising Representatives

Richard Vaughan or Sue Milnes
Publishing Management Associates, Inc.
129 Phelps Avenue, Suite 312
Rockford, IL 61108
Phone 815.398.8569
Fax 815.398.8579
firstthingsadsales@pma-inc.net
www.pma-inc.net

