

## lightEDmag.com ELECTRONIC AD UNIT SPECIFICATIONS

### lightEDmag.com Advertising Options:

#### A LEADERBOARD

**Dimensions:** 728wx90h

**File Formats:** GIF or JPEG only;  
animation allowed, recommended  
length 15 seconds maximum

**Maximum File Size:** maximum initial  
download file weight 80K

#### B CORNERBOARD

**Dimensions:** 200wx90h

**File Formats:** GIF or JPEG only;  
animation allowed, recommended  
length 15 seconds maximum

**Maximum File Size:** maximum initial  
download file weight 30K

#### C RIGHT RAIL

**Dimensions:** 180wx150h

**File Formats:** GIF or JPEG only;  
animation allowed, recommended  
length 15 seconds maximum

**Maximum File Size:** maximum initial  
download file weight 40K

#### D NEW PRODUCT

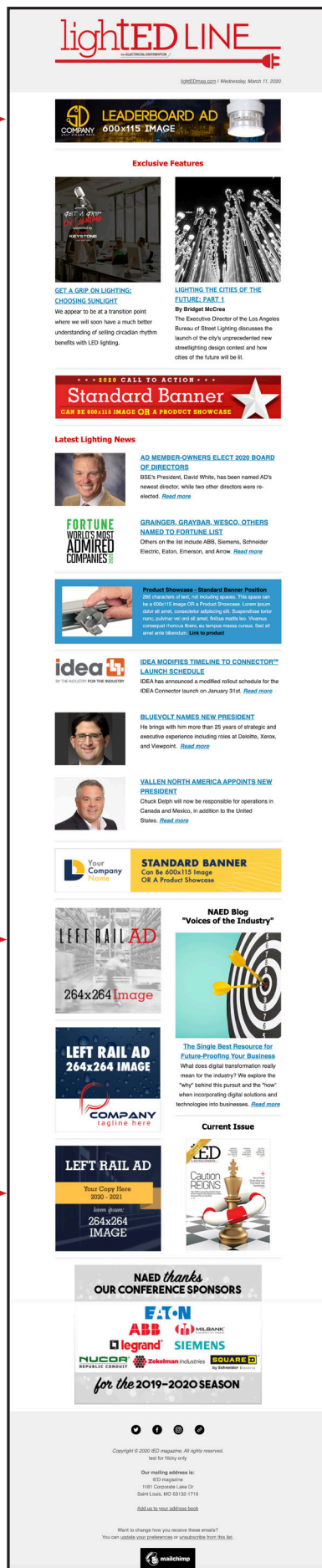
**Dimensions:** 360wx240h

**Text:** 50 characters

**File Formats:** GIF or JPEG only;  
animation allowed, recommended  
length 15 seconds maximum

**Maximum File Size:** maximum initial  
download file weight 50K

lightED electronic media ad units should  
conform to IAB standards.



# lightED ELECTRONIC AD UNIT SPECIFICATIONS

lightED eNewsletter  
Advertising Options:

**PUBLISHED EVERY  
MONDAY AND THURSDAY**

- A LEADERBOARD**  
Dimensions: 600wx115h  
File Formats: GIF or JPEG only;  
no animation  
Maximum File Size: maximum initial  
download file weight 80K
- B STANDARD BANNER:**  
Dimensions: 600wx115h  
File Formats: GIF or JPEG only;  
no animation  
Maximum File Size: maximum initial  
download file weight 80K
- C PRODUCT SHOWCASE**  
Image Dimensions: 175wx125h  
File Formats: GIF or JPEG + copy;  
no animation  
Text: five word (or less) headline, 290 character  
description (not including spaces)  
Maximum File Size: maximum initial  
download file weight 40K
- D LEFT RAIL**  
Dimensions: 264wx264h  
File Formats: GIF or JPEG only;  
no animation  
Maximum File Size: maximum initial  
download file weight 50K

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conform to IAB standards.

# lightED 2020 ELECTRONIC RATES

(Effective Apr. 1 - Dec. 31, 2020)

lightEDmag.com (monthly rate)		Animated GIFs Accepted
AD TYPE	SPECS	NET
Leaderboard (x of 4)	728wx90h; GIF/JPEG; 40k	\$1,350
Cornerboard	200wx90h; GIF/JPEG; 30k	1,200
Right Rail (x of 24)	180wx150h; GIF/JPEG; 40k	1000
New Product Announcement (x of 3)	360wx240h; GIF/JPEG + 5 word title, 50 characters w/spaces; 80k	500

\* tED magazine will allow digital advertisers one free ad change within a month. Every digital ad change after that will include a \$100 up-charge.

## lightED News e-Newsletter (delivered every Monday & Thursday to approximately 11,000 readers per send)

Animated GIFs not recommended because of conflict with Outlook 2007 +

Leaderboard	600wx115h; GIF/JPEG; 100k	\$2,300
Top Banner (x of 3)	600wx115h; GIF/JPEG; 100k	2,075
Product Showcase (x of 3)	175wx125h; GIF/JPEG; 50k (5 word headline; 290 characters)	3,100
Left Rail (x of 3)	264wx264h; GIF/JPEG; 40k	1,700

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Newsletter Analytics	
lightED Average Daily Sends	10,800
lightED Average Open Rate	54.3%

Website Analytics	
lightEDmag.com Average Monthly Page Views	33,900
*projected estimate based on 8-month results	