



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

lightED electronic media ad units should conform to IAB standards.

lightED 2022 ELECTRONIC RATES

(Effective Jan. 1, 2021 - Dec. 31, 2022)

| 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 10,800 readers per send)

Animated GIFs not recommended because of conflict with Outlook 2007 +

| | | |
|-----------------------------|---|---------|
| Leaderboard | 600wx115h; GIF/JPEG; 100k | \$2,500 |
| Standard Banner (x of 3)** | 600wx115h; GIF/JPEG; 100k | 2,200 |
| Product Showcase (x of 3)** | 175wx125h; GIF/JPEG; 50k (5 word header; 290 characters; one paragraph) | 3,300 |
| Left Rail (x of 3) | 264wx264h; GIF/JPEG; 40k | 1,850 |

* 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.

** Standard Banner and Product Showcase share 3 positions within the body of the e-newsletter.

Newsletter Analytics

| | |
|-----------------------------|--------|
| lightED Average Daily Sends | 10,800 |
| lightED Average Open Rate | 52.9% |

Website Analytics

| | |
|---|--------|
| lightEDmag.com Average Monthly Page Views | 27,000 |
|---|--------|