

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

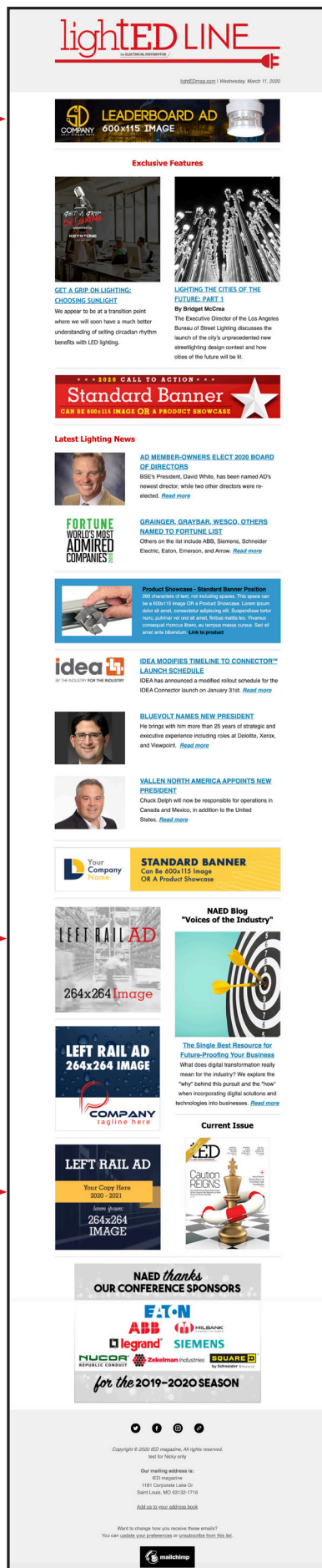
Dimensions: 360wx240h

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

[Terms and Conditions](#)

Contact your advertising sales representative for more information:

EASTERN/WESTERN REGIONS

Steve Wafalosky • steve@larichadv.com

Tom Lasch • tlasch@larichadv.com

1188 Bell Road, Suite 106

Chagrin Falls, OH 44022

Phone: (440) 247-1060

Fax: (440) 247-1068

Alabama, Alaska, Arizona, California, Colorado, Connecticut, Delaware, District of Columbia, Georgia, Hawaii, Idaho, Illinois (north of Springfield), Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, Canada, Europe, Mexico and South America, Pacific Rim countries

CENTRAL REGION

Julie King • jking@naed.org

1181 Corporate Lake Drive

St. Louis, MO 63132

Phone: (314) 308-5859

Fax: (877) 312-9801

Arkansas, Florida, Illinois (south of Springfield), Kansas, Louisiana, Missouri, Oklahoma, and Texas