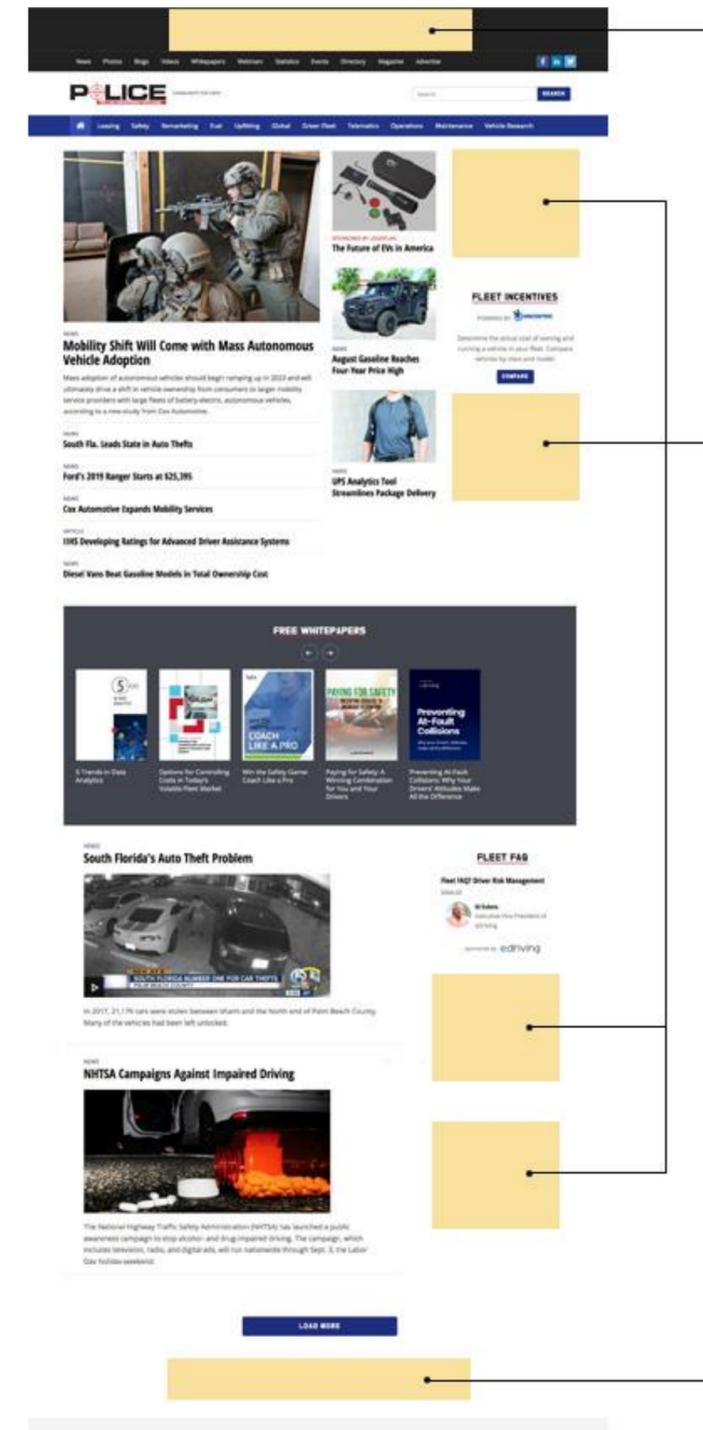# Digital Advertising Opportunities

Our goal for our website is to show you a return on your online advertising investment and we provide monthly performance reports for your campaign. We **optimize** our site to drive traffic and ensure high impressions to your online ads.

We focus not only on the overall site performance, but on the **engagement** of our site users: How long they spend on the site, how often they visit and how many pages they view.

Banner ads are attention-getting and brand-building, as well as a cost-effective and simple way to complement your print advertising campaign. You can use a variety of formats in your banner ads, including static, HTML5, expandable and video.

Policemag.com
Banner Ads Options

Top Leaderboard
Size: 728x90
Rate: $22 CPM

Right Rectangle
(4 available)
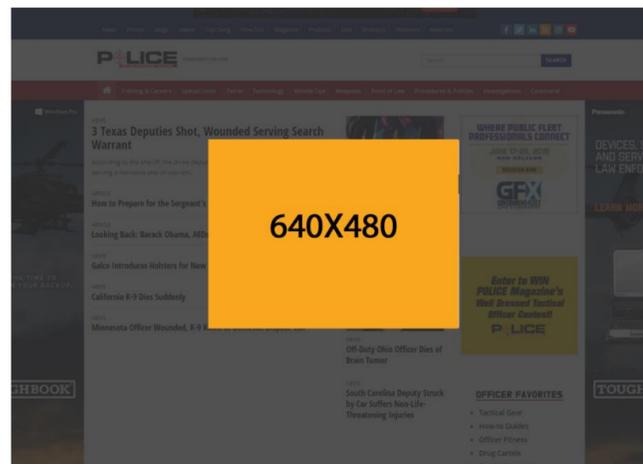Size: 300x250
Rate: $16-$22 CPM

In-Article
Size: 300x250
Rate: $20 CPM

Bottom Leaderboard
Size: 728x90
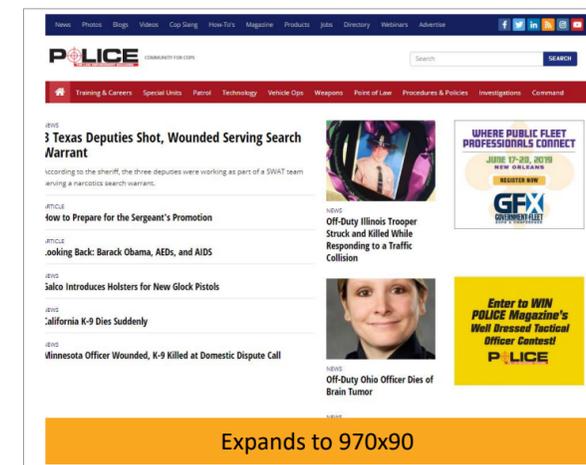Rate: $8 CPM

High Impact Ad Units

Prestitial

Prestitials are well-known to be high impact and generate very high click rates. A prestitial displays as a full page for 15 seconds whenever a user goes to our site, regardless of which page they enter on. Users are given the option to skip past the prestitial.
Rate: $50 CPM.

Page Peel

Page peels engage a user directly with your ad in an interactive way. It starts as a page curl in the upper right corner of the homepage. When the curl is moused over, the page peels down to present a 500x500 clickable advertisement. Client provides material, or POLICE can assist with creation of the ad. We can track hovers as well as clicks for this position.
Rate: $30 CPM

Expandable Banners

A push-up leaderboard pop ups at the bottom of the page and will display for a period of time, even as the user scrolls. 728x90 or 970x90 sizes are accepted.
Rate: $35 CPM

Site Skin

Get your message across with this ad placement. Site skins are impactful with highly visual designs that the user can't miss. 1580x1200, each side in view is 300x1200. Max file size should be 100KB. JPG, GIF (not animated), PNG
Rate: $65 CPM