

WEBSITE & NEWSLETTER RATES

M+AD's e-newsletter goes out daily to 2600 subscribers. It is NZ's most finely targeted digital business communication, reaching virtually every ad agency and publishing executive in the country.

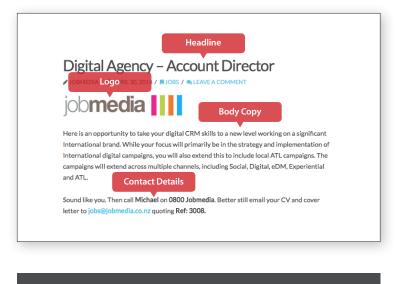
Ad type	Web size (pixels)	Newsletter size (pixels)	Pricing per month
Wallpaper	1900 x 800	-	\$4000
Billboard	1920 x 480	850 x 213	\$3000
2nd Billboard	970 x 243	806 x 202	\$3000
Leaderboard	728 x 90	728 x 90	\$2000
1st Rectangle	300 x 250	300 x 250	\$1400
2nd Rectangle	300 x 250	300 x 250	\$1200
3rd Rectangle	300 x 250	300 x 250	\$1000
4th Rectangle	300 x 250	300 x 250	\$800
5th Rectangle	300 x 250	300 x 250	\$600
1st News Post Banner	620 x 160	468 x 120	\$1200
2nd News Post Banner	620 x 160	468 x 120	\$1000
3rd News Post Banner	620 x 160	468 x 120	\$800

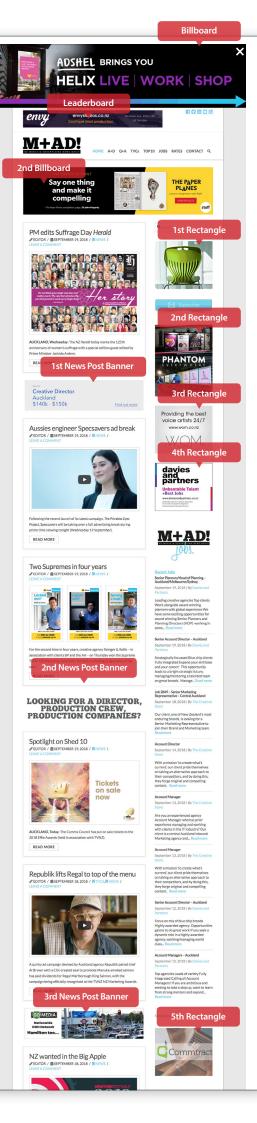
For weekly ad rates please contact kelly@mad-daily.com

*All prices are GST exclusive

JOB AD RATES

MA+D's job ads run down the right-hand column on the website home page (each ad turns to a dedicated page with links, images and logos). All ads (up to 500 words + logo) cost \$50 per week.





TECHNICAL SPECS FOR THE WEBSITE & ENEWSLETTERS

Shockwave Flash

Flash files are not supported on certain mobile devices and flash usage in general online is declining rapidly. So for that reason we do not except them.

Static & Animated Banners

- All .gif and .jpg files should be as no larger than (80k max).
- Resolution should be 72 dpi
- Format should be .gif .jpeg or animated .gif*
- Looping is acceptable
- Creative with a white background must have a border
- Third Party HTML banners are acceptable. Creative files must be included with third party tags.

***Note:** animated .gif ads may not rotate past the first frame when displayed in some versions of Outlook. We recommend any animated .gifs to start with a frame which will deliver the message.

