



THE ZWEIG LETTER

DIGITAL ADVERTISING
thezweigletter.com/

RATES

Code	Style	Placement	1 Month	Rotation
A	Site Sponsor	Top & Bottom	\$270	4x
B	Leaderboard	Top Center	\$210	2x
C	Header Block	Sidebar	\$240	Exclusive
D	Medium Rectangle	Sidebar	\$150	4x
E	Wide Skyscraper	Sidebar	\$165	2x
F	Advertorial Sponsored Content	Post + Sharing	\$60	2x

AD SPECS

Acceptable files are JPG, GIF, or animated GIF. All images must be web-ready, at a resolution of 72 dpi. The recommended file weights are specifically for animated ads.

Send materials to Olivia Jones.
ojones@zweiggroup.com

DESIGN SERVICES AVAILABLE

2,700 Monthly website views

485 Facebook page Likes

 www.facebook.com/thezweigletter/

AD SIZES



A. Site Sponsor

Dimensions: 1280 x 150px
 Weight: 120k max



B. Leaderboard

Dimensions: 768 x 90px
 Weight: 30k max



C. Header Block

Dimensions: 333 x 333px



D. Medium Rectangle

Dimensions: 300 x 250px
 Weight: 30k max



E. Wide Skyscraper

Dimensions: 300 x 600px
 Weight: 40k max



F. Advertorial - sponsored content
 Full post on website with images/links
 and shared on Facebook.
 Dimensions: 800 x 450px