



Website Advertising

All digital marketing campaigns on ControlDesign.com are managed using Doubleclick's best-in-class DART system, which helps to eliminate spiders and other false, impression-inflating effects. Extensive self-service reporting and analysis tools are available to site advertisers. All web site campaigns are sold and managed based on delivered impressions.

ControlDesign.com Advertising Rates (gross)		
Position	Creative	Cost Per Thousand Impressions
Top Leaderboard	<p>Dimensions: 728x90 pixels Max Image File Size: 40k Formats: GIF, JPEG, HTML, Flash, animation acceptable</p>	<p>\$126</p>
Boombbox	<p>Dimensions: 336x280 pixels Max Image File Size: 40k Formats: GIF, JPEG, HTML, Flash, animation acceptable</p>	<p>\$126</p>
Button	<p>Dimensions: 125x125 pixels Max Image File Size: 15k Formats: Non-animated GIF, JPG</p>	<p>\$63</p>
Article-embedded text box	<p>Dimensions: Up to 40-character headline, plus 300 characters additional text* Formats: Text only</p>	<p>\$126</p>
Featured product, home page	<p>Dimensions: 120x60 pixel image, plus 40-character headline and 300 characters additional text* Max Image File Size: 5k Formats: Text and non-animated GIF, JPG</p>	<p>\$86</p>
Sponsored link	<p>Dimensions: Up to 40-character headline, plus 80 characters additional text* Formats: Text Only</p>	<p>\$32</p>

* All character counts include spaces