

# Website Advertising

PlantServices.com goes beyond the typical “magazine on the web” model. Carefully built to meet our users’ needs for deep, searchable and actionable content, it combines news, original topical articles, white papers, webcasts, podcasts, expert advice, and carefully chosen product and vendor information to provide comprehensive industry insight

PlantServices.com Advertising Rates (net)		
Position	Creative	Rate
Top Leaderboard	<p><b>Dimensions:</b> 728x90 pixels  <b>Max Image File Size:</b> 40k  <b>Formats:</b> GIF, JPEG, HTML, Flash, animation acceptable  <b>Alternate Text:</b> Cannot exceed 70 characters</p>	\$65
Boombox	<p><b>Dimensions:</b> 336x280 pixels  <b>Max Image File Size:</b> 40k  <b>Formats:</b> GIF, JPEG, HTML, Flash, animation acceptable  <b>Alternate Text:</b> Cannot exceed 70 characters</p>	\$65
Button	<p><b>Dimensions:</b> 125x125 pixels  <b>Max Image File Size:</b> 15k  <b>Formats:</b> Non-animated GIF, JPG  <b>Alternate Text:</b> Cannot exceed 70 characters</p>	\$35
Article- embedded text box	<p><b>Dimensions:</b> Up to 40-character headline, plus 300 characters additional text*  <b>Formats:</b> Text only</p>	\$65
Sponsored link	<p><b>Dimensions:</b> Up to 40-character headline, plus 80 characters additional text*  <b>Formats:</b> Text Only</p>	\$35

\* All character counts include spaces