

ACROSS THE OCEAN

ADVERTISING GUIDELINES/REQUIREMENTS Prices Current as of March 2017

There are 4 advertising spaces available on Across The Ocean, all of which are banner ad spaces set to standard Google ad sizes.

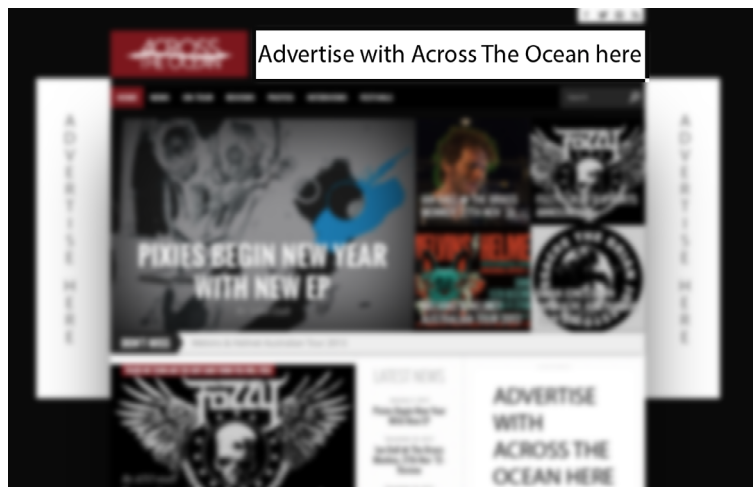
They are separated into two categories:

Category 1 - "Top Shelf"

These ad spaces remain constant on every page of the site, no matter where the user clicks.

There are two **Top Shelf** ad spaces available:

The "**Leaderboard**" ad space remains locked to the top of the page as the user scrolls while the two "**Side Bar**" ad spaces scroll vertically with the user. Please note, the two Side Bar ad spaces are sold together as one.



Leaderboard Ad Dimensions: 728 x 90px
\$30 weekly
\$35 fortnightly
\$45 monthly

NB: Once booked for any duration longer than weekly, ad space on Across The Ocean can be populated with varying content at the advertisers discretion.



Side Bars Ad Dimensions: 140 x 600px (each)
\$35 weekly (both left/right)
\$40 fortnightly (both left/right)
\$50 monthly (both left/right)

NB: Once booked for any duration longer than weekly, ad space on Across The Ocean can be populated with varying content at the advertisers discretion.

Please see "Additional Side Bars Opacity Option" on last page.

Category 2 - "Second Shelf"

These ad spaces are visible when the user is on the homepage only, and do not populate throughout the site any further.

There are two **Second Shelf** advertising options:

1. **"MREC"** – The ad space on the right hand side of the front page of the website directly to the right of the "Latest News" feed.
2. **"Skyscraper"** – The vertical ad space in the middle of the front page of the website directly under the "Latest News" feed.



MREC Ad Dimensions: 300 x 250px
\$25 weekly
\$30 fortnightly
\$35 monthly

NB: Once booked for any duration longer than weekly, ad space on Across The Ocean can be populated with varying content at the advertisers discretion.



Skyscraper Ad Dimensions: 160 x 600px
\$20 weekly
\$25 fortnightly
\$30 monthly

NB: Once booked for any duration longer than weekly, ad space on Across The Ocean can be populated with varying content at the advertisers discretion.



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Art Requirements:

Our requirements are pretty straightforward:

Check the pixel dimensions for the ad space you would like to book and supply a .png file for each and that's it!

Here's the dimensions again for quick reference (all are width x height)

Leaderboard Ad Dimensions: 728 x 90px

Side Bars Ad Dimensions: 140 x 600px

MREC Ad Dimensions: 300 x 250px

Skyscraper Ad Dimensions: 160 x 600px

***Additional Side Bars Opacity Option**

If you are purchasing the **Side Bars** please note there is also the option to have transparent content extending left and right underneath both bars.

Due to the nature of the Across The Ocean website design the main site content is centered in the users browser, however there is "infinite" space on either the left or right of both Side Bars should the user make their browser full screen. We recommend this content to be "enhancement use only" ie. it wouldn't be advisable to include crucial content in this area, however a repeating opacity of artwork already used in the Side Bars can be very effective.

There is no additional charge for this, and it's purely optional when purchasing the Side Bars option.