

JCKONLINE.COM

New share-of-voice pricing

JCKonline.com is the Industry Authority for breaking news and information. Our fresh, clean design allows your run-of-site advertising to shine. Our new share-of-voice pricing model provides three times the impressions per dollar spent, increasing your brand message's reach and impact. Pricing starts as low as \$1,000 per month.

MONTHLY RATES

Ad Units	Est. Mo. Impressions	20% Share	Monthly Rate
A - Crown Unit	400,000	80,000	\$6,750
B - Half Page 1 (Sticky)	350,000	70,000	\$4,725
C - Billboard	350,000	70,000	\$2,750
D - Half Page 2 (Sticky)	275,000	55,000	\$3,250

Sticky Half Page ads "stick" with the reader as they scroll down the page.

SPECIFICATIONS

Ad Units		Desktop Size	Mobile Size	File Format
A	Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 125 KB
B	Half Page 1 (Sticky*)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB
C	Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 50 KB
D	Half Page 2 (Sticky)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB

*Not sticky on article pages

SUBMISSION

Creative material must be submitted to fulfillment@jckonline.com no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 10/1/2021–10/31/2021)
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)

