

# JCKONLINE

JCKonline is the Industry Authority for breaking news and information. Our visual-forward design allows your run-of-site advertising to shine. A share-of-voice pricing model provides the maximum amount of impressions per dollar spent, increasing your message's reach and impact.

*I share JCKonline articles on my web page to help keep my customers updated on the latest trends. I love the fact that it is current, insightful, and educational.*

**JCKONLINE ADS:** **2M** Avg. Monthly Impressions\* **0.06%** Avg. CTR\*

## MONTHLY RATES

Ad Units	Est. Range of Impressions*	Est. Share*	Monthly Rate
<b>A</b> - Crown Unit	400,000	80,000	\$7,200
<b>B</b> - Half Page 1 (Sticky)	600,000	120,000	\$5,500
<b>C</b> - Billboard	375,000	75,000	\$3,250
<b>D</b> - Half Page 2 (Sticky)	100,000	20,000	\$2,900

\*These are benchmarked averages and are not guaranteed. Web traffic on the site varies over time, and impressions could be lower or higher than the estimated numbers above.

## SPECIFICATIONS

Ad Units		Desktop Size	Mobile Size	File Format
<b>A</b>	Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 125 KB
<b>B</b>	Half Page 1 (Sticky†)	300 x 600	300 x 250	JPG, PNG, GIF max file size 50 KB
<b>C</b>	Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 50 KB
<b>D</b>	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](mailto: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., 5/1/2023 – 5/31/2023)
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)

