

# 2012 Electronic Advertising

www.progressive.org



■ **Leaderboard**  
Size: 728 x 90 pixels  
Cost: \$25 CPM

■ **Rectangle**  
Size: 300 x 250 pixels  
Cost: \$15 CPM

■ **Skyscraper**  
Size: 160 x 600 pixels  
Cost: \$15 CPM

■ **Button**  
Size: 160 x 120 pixels  
Cost: \$5 CPM

## Sending website ad files:

Please email file as JPEG, GIF, PNG or Flash .SWF. There is a maximum of three loops for animated ads. We do not accept pop-ups or pop-unders.

Please provide a link URL for all ads. Ads can be e-mailed to [erika@progressive.org](mailto:erika@progressive.org)

## e-Alert Advertising



### ■ Weekly Progressive e-Alert

Reach 16,000+ e-Alert subscribers by sponsoring *The Progressive* Editor Matthew Rothschild's weekly message, which highlights new articles of interest posted to our web site.

Size: 160 x 600 pixel (includes link URL)

File Format: GIF or JPG

<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
\$300	\$275	\$250	\$200

**For more information, contact:** Brian Turany, Advertising Coordinator, 608.257.4626, [brian@progressive.org](mailto:brian@progressive.org)