



## Digital Advertising with PAC World

With the release of our new website design in September 2020, we are finally ready to assist with the requests for digital ads. This document is to spotlight the new digital ad spaces and will become part of our future media kits.

### Initial Digital Ad Promotion:

- Advertisers in the September 2020 Issue will receive a SB3 ad placement at no charge (must provide graphic to use)
- 30% Discounted Introductory Rates to anyone placing an ad in the initial shorter quarter (September – December 2020)
- 50% discount of SB3 ad to those who have a 1-page ad in the current issue going forward
- Full pricing starts with the January 1, 2021 digital ad release date.

### PAC World Website Statistics



### Top 10 countries viewing the website:

1. United States
2. India
3. Canada
4. United Kingdom
5. Germany
6. Australia
7. Brazil
8. South Korea
9. Netherlands
10. France



Our new website's improved searchability, functionality, and readability will increase these numbers

Digital Ads will be uploaded on a quarterly basis and are due 1 month before being activated.

| Digital Ad Publish Date | Digital Ad Materials Due | Current Magazine Issue for 50% discount<br>(SB3 Ad Only) |
|-------------------------|--------------------------|--|
| January 1               | December 1               | December   |
| April 1                 | March 1                  | March  |
| July 1                  | June 1                   | June   |
| October 1               | September 1              | September  |

*\* digital ad timing is not synchronized with printed magazines*

# Banner Ad Options

## HB1 – Header Banner Ad - \$2500

- 728w x 90h pixels
- Static, no rotation, limit 1 ad/quarter (what if a user wants to upload a gif? Gifs “rotate”)

## SB1 or SB2 - Side Banner Ad - \$1500

- 300w x 250h pixels
- Static, no rotation, limit 1 ad/quarter

## SB3 – Side Banner Ad - \$1250

- 300w x 600h pixels
- Rotating group of ads in a randomized order, every 5 seconds
- Limit of up to 5 ads in rotation/quarter
- 50% discount to those who have a 1-page ad in current issue of magazine.

## SB4 or SB5 - Side Banner Ad - \$900

- 300w x 125h pixels
- Static, no rotation, limit 1 ad/quarter

## Notes

- \* All ads will have multiple page presence as viewers journey through webpage.
- \* All Ads will be displayed for 1 calendar quarter
- \* All prices are per calendar quarter.
- \* See insertion order for quantity discount pricing.

## Ad Specifications & Instructions

Submit digital ad(s) & URL(s) to [ads@pacw.org](mailto:ads@pacw.org)  
Digital Ad(s) must meet the following requirements:

- Maximum File size: 100 kB
- File Format: **jpg or png files only**
- Resolution: match pixel sizing exactly
- All color elements must be in RGB.

## Unacceptable formats & Issues:

- GIF, DOC files and any other formats not listed above.
- We cannot be held accountable or responsible for any electronic files which have not been prepared correctly.
- The advertiser and/or its agency accept full responsibility for the accuracy and integrity of the supplied electronic files.
- Our production staff reserves the right to reject electronic ad material, which will not process or reproduce correctly to meet quality standards, or that are missing elements such as fonts or high-resolution graphics.
- If we need to troubleshoot or get reformatted files, there will be a **charge of \$100** added to the invoice.

The screenshot displays the PAC World website layout with various banner ad positions highlighted by red boxes and labels:

- HB1** (Header Banner): 728 x 90 pixels, located at the top of the page.
- SB1** (Side Banner): 300 x 250 pixels, located on the right side of the page.
- SB2** (Side Banner): 300 x 250 pixels, located on the right side of the page.
- SB3** (Side Banner): 300 x 600 pixels, located on the right side of the page.
- SB4** (Side Banner): 300 x 125 pixels, located on the right side of the page.
- SB5** (Side Banner): 300 x 125 pixels, located on the right side of the page.

The website content includes a main article titled "Best of Both Worlds – Digital Distance Relays Following Analog Principles" and several smaller articles and images.