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AD SPECS AND RATES

Photo above: Feature article on FP's Global Thinkers of 2014, section dedicated to the "Innovators" on ForeignPolicy.com

Homepage Layout

Ad Specs

Placement Options

Starting Rates



Display campaigns (include all four of the following ad sizes)

Super Leaderboard 970x90 pixels	Run of site, including home page, above the fold <i>*Only visible on desktop and laptop</i>	Run of Site (ROS) \$30 CPM Channel Placement \$35 CPM Geotargeted: \$35 CPM Domain targeted: \$35 CPM
Leaderboard 728x90 pixels	Run of site, including home page <i>*Visible on desktop, laptop, tablet</i>	
Half Page 300x600 pixels	Run of site, including home page Above the fold on article pages <i>*Visible on desktop, laptop, tablet, and smartphones</i>	
Big Box 300x250	Run of site, including home page Above the fold on article pages. <i>*Visible on desktop, laptop, tablet, and smartphones</i>	
Mobile-Only 320x50	Guaranteed visibility on mobile devices	\$20 CPM
Roadblock 970x90 728x90 300x600 300x250	ForeignPolicy.com homepage or any channel homepage. Note that the 728x90 unit appears twice, for a total of 5 ad units during a roadblock.	\$12,500/Day
Native Ad Unit 285x376 pixels	Editorial Slot on main homepage. Unit can link to sponsored content hosted on Foreignpolicy.com or to advertiser's website.	\$15,000/3 days

File Types: PNG, JPG, GIF, SWF (Must be Flash 9.0 or earlier)

Max File Size: 40 KB

Animation: Max 10 seconds set on continuous loop

Channel Layout

Channel Sponsorships



Advertisers can gain long-term exposure to our readers interested in content relevant to their industry can sponsor the Foreignpolicy.com channel where that content is released and hosted. At left is an example: Chevron sponsored FP's Energy Channel. Channel Sponsorships have package pricing and are subject to editorial approval. Check with your FP representative for more information.