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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.