

# 2024

# RBR WEBSITE SPECS & RATE



(EFFECTIVE 08/01/22)

## RBR.COM

### Scheduling:

Website ads are sold in calendar month increments; Less than one month 25% premium for guaranteed run.

### Terms:

Payment in full for each monthly schedule is due on the first Friday of the month following your scheduled start date. In the rare instances where holidays occur and no daily is published, make goods cannot be guaranteed. All make goods will be subject to availability, based on schedule specs and rates. Every effort will be made to provide comparable position, but cannot be guaranteed.

**ALL RATES ARE NET.**

Placement	Display Size	Other Specs	# Positions	Page	1 Month	3 Months	6 Months	1 Year
Leader Board 2 Rotate	728 X 180	Animation +15%	1	All				
Large Cube 2 Rotate	300 X 250	Animation +15%	1	All				
Half-Cube 2 per position	300 X 125	No Animation	3	All				
Equal rotation across all positions								
Banners	700 X 250	No Animation	3					
Position 1								
Position 2								
Position 3								
Wallpaper Background	Specs vary		1	All				
Tight repeat pattern suggested for best visibility Viewing monitor size will dictate how much wallpaper displays. Will not display on most mobile and some tablet sizes.								
<b>Sponsorship Banner</b> (Sponsorship of Special Features such as blogs. The banner appears on the linked page. Ask your rep for availability.)								
	700 X 250	No Animation	1/ Feature	Linked Page	775	2,060	3,600	5,150
<b>Ad Unit</b>	<b>Display Size</b>	<b>Retina Ready x2</b>	<b>Mobile</b>			<b>Retina Ready x 2</b>		
Leaderboard*	728 x 180	1456 x 360	320 x 50			640 x 100		
Cube	300 x 250	600 x 500	same on mobile					
Half Cube	300 x 125	600 x 250	same on mobile					
Banner*	700 x 250	1400 x 500	320 x 50			640 x 100		

**CONTACT US  
ABOUT RATES.**

**Rapid blink ads:** 15% additional charge

\* It is standard practice to replace these horizontal ad units with a mobile-optimized 320x50 unit when viewed on a phone. This also allows for the opportunity to have a separate desktop vs. mobile design.

A note on ad sizes: Many smartphones, tablets, and laptops feature high-definition screens, such as retina displays, that offer a higher ratio of pixels per inch, meaning some images may appear fuzzy on these displays.

**Files must be gif or jpeg, and no more than 60k.** Please e-mail all ads directly to April McLynn at amclynn@streamlinepublishing.com along with the click-through URL.  
Call for available positions on Daily Newsletter and Website.

**MATERIALS-DUE SCHEDULE:** All ads or classified copy with instructions are due at least three business days prior to the posting date.

*PLEASE NOTE: Recognizing the generally established principle that rapid-blink banners are a click-out factor with online viewers, animated ads should change faces at a rate no greater than every five seconds. Tile and banner ads must have either a solid-color background other than white or a thin line outlining the edges of the ad.*

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## PC/Tablet Sample Display

The PC/Tablet sample display shows the full desktop layout of the RBR website. At the top is a navigation bar with the RBR+TELEVISION BUSINESS REPORT logo and the tagline 'THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA'. Below the navigation is a large green 'Leaderboard 728x180' banner. The main content area is divided into several columns: 'Top News' with a featured article 'Here's How NextRadio Is More Interactive Than Ever', 'Radio News' with a 'RODE MICROPHONES' advertisement, 'Wall Street Report' with a line chart, and 'Media Information Bureau'. Below these are various news snippets and another 'Banner 700x250'. The bottom section includes 'Media Moves', 'TV / Digital News', 'Transmissions Today', 'Revered Comments', 'Classifieds', and 'What's Hot'. A footer contains 'About Us', 'Contact Us', 'Privacy Policy', and 'Terms of Use'.

## Mobile Sample Display

The mobile sample display shows the website's responsive design on a smartphone. The layout is vertically oriented, with the RBR+TELEVISION BUSINESS REPORT logo at the top. Below the logo is a 'Intro Date 300x250' banner. The content is organized into a single column with various news items, including 'Here's How NextRadio Is More Interactive Than Ever', 'RODE MICROPHONES' advertisement, and 'Wall Street Report'. The design uses a clean, sans-serif font and clear visual hierarchy to ensure readability on a small screen.



STREAMLINE  
TELEVISION, INC.