



Digital Specs & Rates

				ROS (No Targets or Exclusions)	Targets/Exclusions/Geo Selects
Digital Ads	Dimensions	Formats	Max File Size	Net Rate	Net Rate
Leaderboard	728x90	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	100K	\$67	\$83
Medium Rectangle	300x250	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	100K	\$67	\$83
Multicreative	300x250, 728x90	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	100K	\$59	\$74
Half Page	300x600	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	150K	\$98	\$130
Roadblock 1	728x90, 300x600	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	LB 100K HP 150K	\$197	\$245
Roadblock 2	728x90, 300x250	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	100K	\$161	\$200
Wallpaper	400x2200, safe area 140x550 on each side	Image only files.jpg, .png, Animation & rich media not accepted.	200K	\$135	\$169

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Digital Ads	Dimensions	Formats	Max File Size	Net Rate	Net Rate
Billboard	970x250	.jpg, .png, 3rd party tags, doubleclick redirect. HTML5/ video must be 3rd party/ audio is user initiated click to unmute/ mute. Default state muted.	150K	\$135	\$169
Interstitial	600x480, 600x600	static:.jpg,.png, gif. Animation & rich media not accepted.	100K	\$135	\$169
Mobile Banner (smartphones only)	320x50	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec.	50K	\$50	-
Mobile slider/mobile push	Standard 320x50, fullscreen 320x416	.jpg, .png, .gif, 3rd party tags, doubleclick redirect, HTML5 as per spec	100K	\$65	-
Retargeting	Dimensions	Formats	Max File Size	Net Rate	
Audience Extension/Retargeting	320x50, 300x250, 728x90 (must supply all 3 sizes)	.jpg, .gif, .png, 3rd party tags, Video or expansion not permitted on these units.	100K, Mobile 320x50 50K	Impressions start @ \$30 CPM Minimum investment is \$10K, at least half of which must be on Zonda media sites	

Additional Specs & Rates

Affordable Housing Finance

Sponsor Options	Dimensions	Formats	Max File Size	Frequency	Net Rate
Masthead	600x90	.jpg, .png	100K	Every other Wednesday	\$1,470
Box 1-4	300x250	.jpg, .png	100K	Every other Wednesday	\$1,470

Native Advertising

Frequency	Open (Rate per post)	Open (Total price)	Open w/ content (Rate per post)	Open w/ content (Total price)
1	\$8,500	\$8,500	\$10,250	\$10,250
2	\$7,925	\$15,850	\$9,675	\$19,350
3	\$6,750	\$20,250	\$8,500	\$25,500
6	\$6,208	\$37,250	\$7,958	\$47,750
9	\$5,944	\$53,500	\$7,694	\$69,250

CoBrand / Email List Blast

\$400/1,000*

Rates are based on filters requested, please contact sales management for exact quote. Please note that A/B split deployments incur a premium charge. Requires minimum list size of 3,000 - anything below the minimum will be charged at the 3,000 rate. Rate is applied in tiers of 1,000.

*Subject to management approval.