



Digital Options in Digital Issues

Left of Cover

Only visible when viewing the cover spread. The creative can be as large as the trim size of the cover.

Banners

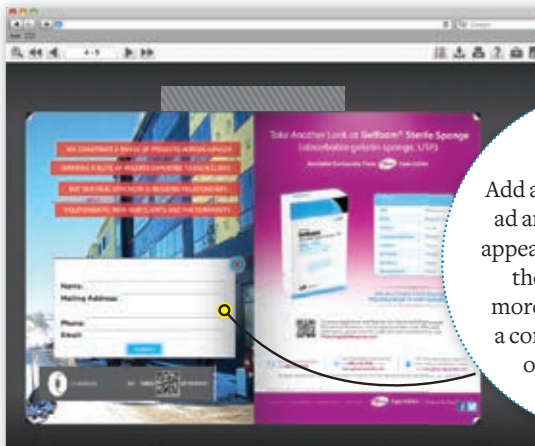
(top or bottom)

Visible throughout the entire reading experience

Skyscrapers

(left or right)

These pillars on either side of the nextbook are visible throughout the entire reading experience, in 3.0 to present only. These sponsor images can be no taller than the height of the publication page.



Ad Gen

Add a call to action to your ad and have a pop up box appear. Readers can submit their information for more information, to win a contest and a variety of other possibilities.

Sizes/Specs

• **FULL BANNERS** top/bottom
468 px wide x 60 px high

• **SKYSCRAPERS** right/left
120 px wide x 600 px high

• **LEFT OF COVER** - It can be any size up to the trim size of the magazine. 80% of the trim size is recommended.

550 px wide x 480 px high
(IAB Large Pop-Up Size)

*Ask your sales representative for more information & pricing.

Social Media Icons

Add these to your ad and have them activated to take you to the social media page

Video

Activated by tapping somewhere on the ad in the digital edition or can activate automatically. Videos can come from YouTube, Vimeo, or using a video file.



Leaderboard
850 x 100

**Over 1,000
unique visitors
and growing.**

*Google analytics
upon request*



Billboard
250 x 250

Final billboard
is clickable and
links directly to
your site.



Original magazine article



Advertisement



Billboard Ad



Online Story

