

COWBOYS&INDIANS

THE PREMIER MAGAZINE OF THE WEST

DIGITAL ADVERTISING GUIDELINES

WEBSITE

BILLBOARD 970 x 250 px

LEADERBOARD 728 x 90 px

HALF PAGE
300 x 600 px

**MEDIUM
RECTANGLE**
300 x 250 px

LARGE MOBILE BANNER
320 x 100 px

MOBILE LEADERBOARD
320 x 50 px

CPM (per thousand impressions)
20,000 minimum impressions — run of site.

** Mobile ad sizes required with billboard and leaderboard.*

FILE TYPES ACCEPTED

Standard JPEG, GIF, PNG, Flash
(Please include website URLs for all ads.)

Flash and Animation

(HTML5): All Flash/HTML5 ads must have embedded click tag and additional back-up GIF or JPEG ad creatives.

Third-Party Ads:

cowboysindians.com
supports most third-party ad servers and accepts iFrame and JavaScript tags.

Atlas ★ DoubleClick
EyeWonder ★ MediaMind
PointRoll ★ Mediaplex

E-NEWSLETTER

LEADERBOARD/FOOTER 728 x 90 px

**MEDIUM
RECTANGLE**
300 x 250 px

SPONSORED CONTENT

IMAGE - 600 x 250 px. No text or logo.

HEADER - 10 WORD MAX.

TEXT - 75 WORD MAX.

TRACKING - 3 URLs max.

(Image, line of text, and read more button)

1x1 click pixel for 3rd party tracking accepted

** Sponsored Content text may be edited for style and clarity by C&I Editors*

DEDICATED E-NEWSLETTER

IMAGES - 4 to 5 HIGH-RESOLUTION. No text or logo.

Horizontal and vertical images are accepted. (C&I will resize)

SUBJECT LINE: 15 WORD MAX.

TEXT: 300 WORDS MAX. (may include subheadings)

HYPERLINKS: 3 URLs MAX.

** Subject and copy may be edited by C&I Editors*

DISTRIBUTION

Distributed to 100% opt-in subscriber list.

FILE TYPES ACCEPTED FOR E-NEWSLETTER ADS, SPONSORED CONTENT PHOTO, AND DEDICATED E-NEWSLETTER PHOTOS:

Static Only – JPEG, PNG

(Please include website URL for all ads.)

1x1 click pixel for 3rd party tracking accepted

Prices and availability subject to change.

Ads must have clearly defined borders so they are distinguishable from publisher content on the page.

DEADLINES & MATERIALS

Space and Materials Deadline two weeks prior to Start Date.

Submit files via e-mail to webproducts@cowboysindians.com.