



**WWW.MLO-ONLINE.COM RATES & SIZES**



**EXCLUSIVE SPONSORSHIP:** Sponsor the monthly Hot Clips section on the home page. Your logo links to your website from the MLO home page and your banner and rectangle ad is exclusive on each article's web page for one month. \$2,000 gross/month

**NATIVE AD OPPORTUNITY:** Your image, and bold 20 words linked to your website appears within the Web article of your choice. \$2,000 gross

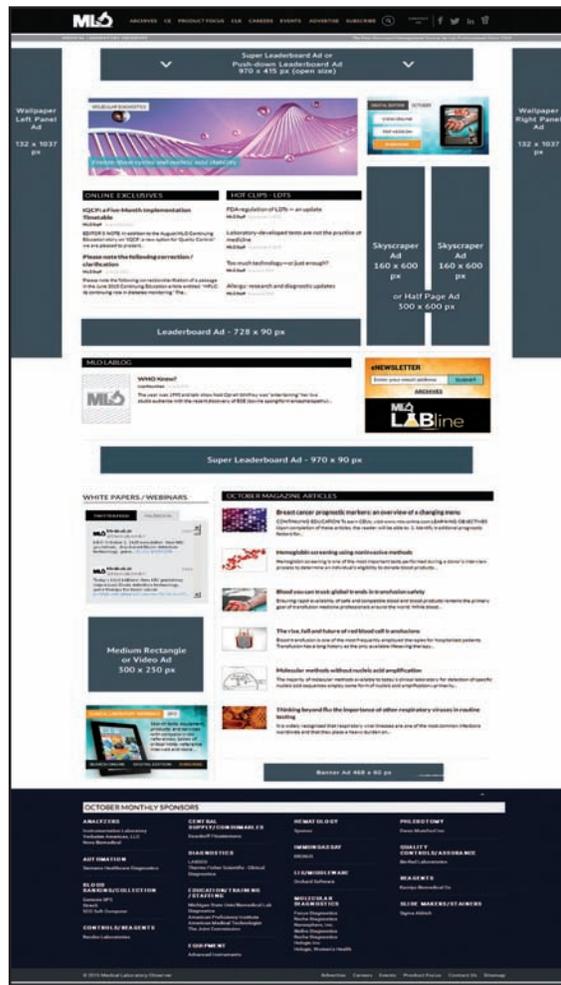
MLO's responsive website reformats to fit electronic devices.

**NOTE:** Web ads will be replaced by a free 300 x 100 ad for display on mobile phones only. Please include materials along with your web ad.

Discounts for multiple insertions. Publisher reserves the right to select ad position. Guaranteed Position: add 10%, minimum three month insertion.

**ADS DO NOT ROTATE WITH OTHER ADS.**

See Specs at: [helpcenter.npcomm.com](http://helpcenter.npcomm.com)



Monthly Gross Rates (15% agency discount available)	1x	3x	12x
Wallpaper (specs: <a href="http://helpcenter.npcomm.com">helpcenter.npcomm.com</a> ) Exclusive. Images framing our home page remain static as visitor scrolls content.	\$6,085	\$5,578	\$4,183
Top Push-down Super Leaderboard 970 x 90 px to 970 x 415 px on rollover. Exclusive top position.	\$4,974	\$4,559	\$3,419
Interstitial 600 x 400 px Exclusive. Roadblock opens over home page until visitor closes it.	\$4,314	\$3,954	\$2,966
Page Curl 500 x 500 px Exclusive. Upper right corner of home page opens to full-size on roll-over.	\$3,801	\$3,484	\$2,613
Large Rectangle 300 x 600 px	\$3,553	\$3,256	\$2,442
Super Leaderboard 970 x 90 px	\$3,147	\$2,884	\$2,163
Leaderboard 728 x 90 px	\$3,020	\$2,768	\$2,076
Skyscraper 160 x 600 px	\$2,944	\$2,698	\$2,024
Video Ad 300 x 250 px	\$2,878	\$2,637	\$1,978
Medium Rectangle 300 x 250 px	\$2,411	\$2,210	\$1,657
Banner 468 x 60 px	\$2,385	\$2,186	\$1,640
Sponsor Link	Added value for print advertisers on home page		



**DIGITAL EDITION ADD ONS:** reaches 32,346 email subscribers and remains live in MLO website archives.

Left of Cover or right of Back Cover: 558x774 px

PDF: may include Ad Overlay \$2,600 gross

Bookmark Tab: Opens to your ad page: \$750 gross

Ad Overlay: Add static image, streaming video, MP3 audio, or URL button over your ad or editorial: \$1,155 gross



**SOCIAL MEDIA PACKAGE** (Metrics Oct 1, 2016)

LinkedIn Members: 4,390

Twitter Followers: 7,618

Facebook: 2,724

Opportunity to have your message sent to our audience on MLO's LinkedIn, Facebook, and Twitter pages. 35 words, one link.

1x per month: \$1,500 gross

4x per month (same content): \$3,000 gross

