



Advertising Guide – August 2020

Rates

Spot	Description	Minimum Size (PX)	Monthly Rates by Booking Period			
			1 Month	3 Months	6 Months	12 Months
1	Super Leaderboard	1080x240	\$1,150.00	\$1,110.00	\$1,065.00	\$980.00
2	Standard Leaderboard	700x80	\$690.00	\$665.00	\$640.00	\$585.00
3	Standard Banner	340x280	\$460.00	\$445.00	\$425.00	\$390.00
4	Standard Square	160x160	\$115.00	\$110.00	\$105.00	\$100.00
5	Standard Banner	340x280	\$460.00	\$445.00	\$425.00	\$390.00
6	Standard Leaderboard	700x80	\$690.00	\$665.00	\$640.00	\$585.00
7	Standard Banner	340x280	\$460.00	\$445.00	\$425.00	\$390.00
8	Mini Leaderboard	500x80	\$575.00	\$555.00	\$530.00	\$490.00

- These rates are subject to change. In the event of such change, due notice will be given to current advertisers.
- Please consult the numbers blocks on page 2 for matching ad positions.

iWitness Stats

Digital	0.78M+ <i>monthly page views</i>	92.1K+ <i>unique monthly users</i>
Social	97.4K+ <i>Facebook followers</i>	3.0K+ <i>Twitter followers</i>

Ad Submission

- Materials should ideally be submitted at least 24 hours prior to intended run.
- Artwork can be submitted in **JPEG, PNG, or GIF** formats.
- Artwork must conform to the minimum size specification herein. Larger files must conform to the same ratio.
- Animations must be 15-second maximum or three times loop-ing maximum (five seconds per loop).
- **Send material files attached**, not embedded. Send to ads.iwitness@gmail.com
- Linking URLs must be domain name based and cannot be the IP address.
- Artwork with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.

Advertising Spots

Advertising spots are subject to change. In the event of such change, due notice would be given to current advertisers. Please consult the price table of page 1 for matching rates.

Front Page

The screenshot shows the iWNN Front Page layout. At the top is the iWNN logo and navigation menu. Below is a large video player (1) and a main headline (2) titled "SVG's Security Council bid 'a great opportunity for the Caribbean' — US". To the left, there are several smaller article teasers (3, 4, 5, 6, 7, 8) with images and headlines. On the right, there are sections for "DISCUSSIONS" and "SUBSCRIBE".

Section Pages

The screenshot shows the iWNN Section Pages layout, specifically the "SPORTS" section. It features a list of articles (1-8) with images and headlines. Article 1 is "Ambris bats SVG into Windies history". Article 2 is "PM hosts reception for SVG's Special Olympians". Article 3 is "SVG swimmers continue to win CARIFTA medals". Article 4 is "Windwards senior male tournament heads off today". Article 5 is "Cricket West Indies gets new leadership". Article 6 is "Blackwade swimmers break records, hug medals in Barbados". Article 7 is "Vincy Motorsports hosts Byron Hill Sprint on Sunday". Article 8 is "Black Swade Swine Squad will another Best Club title".

Story Detail

The screenshot shows the iWNN Story Detail page for the article "SVG's Security Council bid 'a great opportunity for the Caribbean' — US". It features a large video player (1) and a main headline (2). Below the video is a large image (3) and a detailed text article (4). The article discusses the SVG's bid to become a non-permanent member of the United Nations Security Council. It includes quotes from SVG representatives and mentions the support of the United States. At the bottom, there is a "Start the Discussion" section with a comment form (5).