



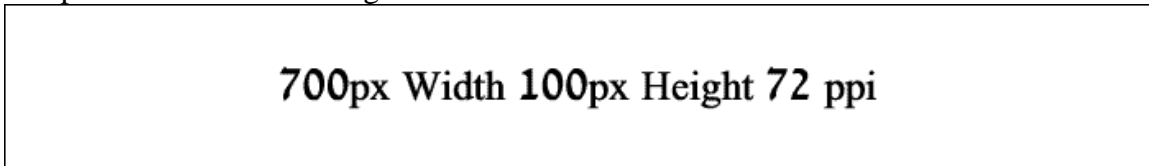
- **Deadlines:** Emailed GIF or JPEG ads must be submitted 48 hours before campaign start date, Monday through Friday. Rich Media ads must be submitted 4 business days before campaign start date to allow for testing.
- **Formats:** JPEG, or GIF files at 72 ppi (pixels per inch). Animated GIF ads are accepted with a maximum of 3 rotations. Please include click-thru URL information for all banners.
- **Rich Media:** Flash, Pop-Under, and Third Party Served ads are subject to review. Extreme or distracting animation will not be accepted. Please use Click-Tag method on Flash ads to be sure ad is clickable.
- **File Size:** Small Ad= 20K max (**150 pixels wide by 300 pixels height**). Leaderboard= 30K max (**700 pixels width by 100 pixels height**).
- **Placement:** Most banner ads are placed directly above the WMCH title header and are directly visible without scrolling. On every page, but the interactive page, the Small Ads are located vertically to the bottom right.
- **File Transfer:** Email files to: **contact@whitemencanthump.com**
- **Sample Banner Sizes:** Sizes are in pixels: see samples below.

Pricing

Small Ad	Leaderboard Ad
1 Week = \$350	1 Week = \$750
2 Weeks = \$550	2 Weeks = \$950
3 Weeks = \$750	3 Weeks = \$1050
4 Weeks = \$700	4 Weeks = \$1000

*Prices are subject to change.

Sample Leaderboard ad image



All GIF, JPEGS, and SWF files need to match the Height and Width requirements.

Sample Small Ad images

