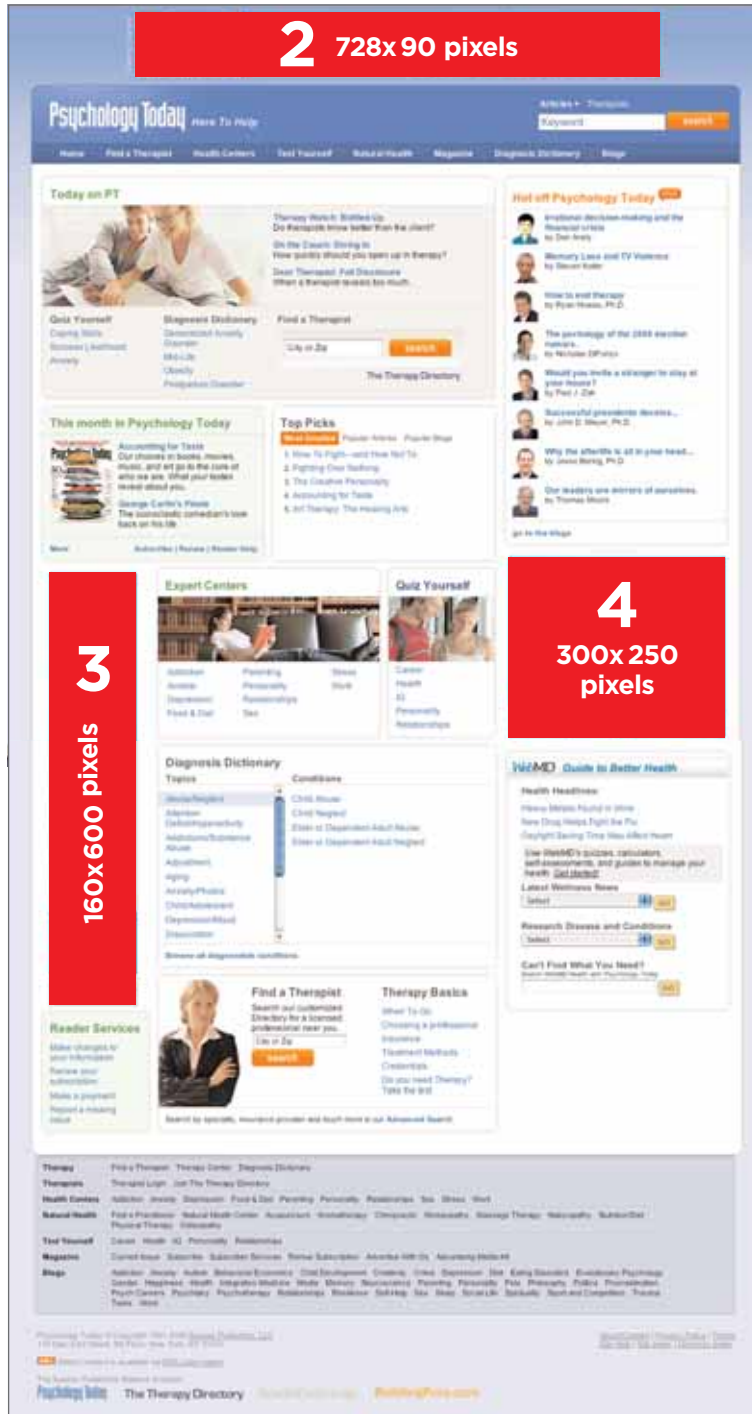


# Premier Online Advertising Rates & Specs



**2** 728x90 pixels\*

**3** 160x600 pixels\*

- Average 500,000 page views/month
- \$10.00 CPM
- Rate: \$5,000 net

**4** 300x250 pixels\*

- Average 500,000 page views/month
- \$13.00 CPM
- Rate: \$6,500 net

**File format:**

- .gif, .jpeg, format | 20kb maximum file size
- 250 characters (including spaces) for accompanying text
- url/link
- .swf (Flash) format | 30kb maximum file size  
15 seconds | 3 loops

*Flash files: We recommend that all Flash files are exported to .swf before submitting. To maximize visibility of your ad, make sure to set your "publish settings" to the Flash player that is at least two versions older than the currently available version.*

**Materials are due one week before launch date.**

All ad sizes comply with those suggested at the Interactive Advertising Bureau. All ads will run on all pages except *The Therapy Directory*.

**Limitations:**

- NO pop-ups or pop-unders
- NO expansion
- NO sound
- Flash ads cannot be tracked by *Psychology Today*

**ADVERTISING CONTACT**

New York

**John Thomas** Advertising Director  
646-763-6360 | johnthomas@psychologytoday.com

**Ivy Davidoff** Account Manager  
646-763-6357 | ivy@psychologytoday.com

Northwest

**Diana Sofko** Advertising Manager  
310-458-6557 | diana@psychologytoday.com

Southwest

**Mary Beth Lee** Advertising Manager  
310-455-7178 | marybeth@psychologytoday.com

**PRODUCTION CONTACT**

**Ray Ramcharitar**  
212-260-7210 ext. 208

email materials to:  
ray@psychologytoday.com

\* Please note: Availability limited—contact your advertising representative for further details.