

**DIGITAL TRAFFIC  
Over Past Year**  
**331,091 sessions**  
**209,541 unique users**  
**465,744 page views**  
**93% traffic in USA**  
**34% are in Alaska**



**INTERACT  
WITH OUR  
ONLINE  
AUDIENCE**

All web  
ads receive  
Bonus ROS  
rotation

HOME PAGE	PIXELS	SIZE	SOV
LEADER BOARD	728x90	(10.111" x 1.25")	50%
HALF PAGE	300x600	(4.167" x 8.333")	100%
RECTANGLE	300x250	(4.167" x 3.472")	50%
<b>INDUSTRY SPONSOR PAGE</b>			
LEADER BOARD	728x90	(10.111" x 1.25")	100%
HALF PAGE	300x600	(4.167" x 8.333")	100%
RECTANGLE	300x250	(4.167" x 3.472")	100%

**Note: For HTML5, video, and third party hosted rich media guidelines please see**  
<http://www.iab.com/guidelines/iab-display-advertising-guidelines/>

Share of Voice (SOV) is calculated by the percentage of times the ad will appear in rotation on the page.

## Industry Sponsor Page Categories

- Alaska Native
- Arctic
- Construction
- Education +
- Education Nonprofits
- Science
- Energy
- Engineering +
- Architecture Engineering
- Environmental Services
- Finance +
- Financial Services
- Insurance Real Estate
- Small Business
- Fisheries +
- Fisheries Forestry
- Agriculture
- Government +
- Government Military
- Politics
- Healthcare
- Media & Arts +
- Art Entertainment
- Film Media
- Mining
- Oil & Gas
- Telecom & Tech
- Transportation
- Travel
- Travel Tourism
- Visitor Industry

**Specs:** Ads must be 72 dpi, RGB and submitted as JPEG, PNG, or GIF. HTML5, Javascript, rich media and 3rd party hosted ad serving accepted. When submitting third party hosted ads please submit JavaScript in Excel document and specify the host server. Scripts must be complete. Please build to high res physical space dimensions then convert to 72 dpi for final pixel size to retain quality.

**Production Charges:** As a service to our clients, Alaska Business Monthly offers creative design and ad production services. Courtesy spec web ads are no charge for first ad only. Production charges will apply after first ad. Basic web ad production costs start at \$50 minimum and includes two proofing cycles. Changes to existing ads incur a minimum charge of \$25.