

### Left of Cover

Only visible when viewing the cover spread. The creative can be as large as the trim size of the cover.

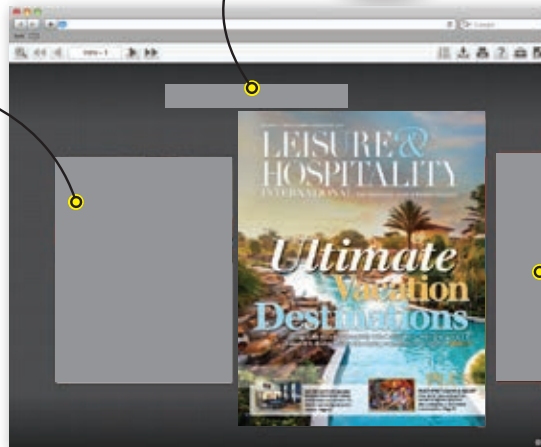
### Banners

(top or bottom)  
Visible throughout the entire reading experience

### Skyscrapers

(left or right)

These pillars on either side of the nextbook are visible throughout the entire reading experience, in 3.0 to present only. These sponsor images can be no taller than the height of the publication page.



## Sizes/Specs

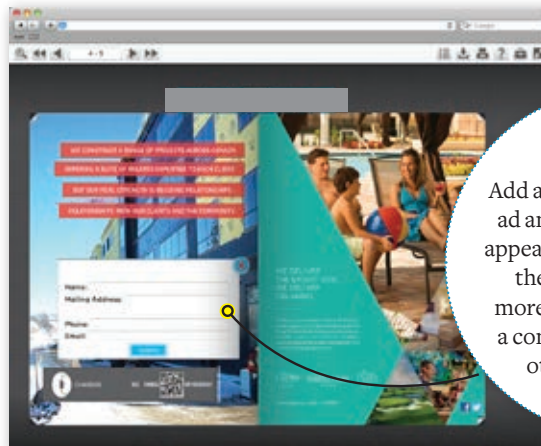
• **FULL BANNERS** top/bottom  
468 px wide x 60 px high

• **SKYSCRAPERS** right/left  
120 px wide x 600 px high

• **LEFT OF COVER** - It can be any size up to the trim size of the magazine. 80% of the trim size is recommended.

550 px wide x 480 px high  
(IAB Large Pop-Up Size)

\*Ask your sales representative for more information & pricing.



### Ad Gen

Add a call to action to your ad and have a pop up box appear. Readers can submit their information for more information, to win a contest and a variety of other possibilities.

### Social Media Icons

Add these to your ad and have them activated to take you to the social media page



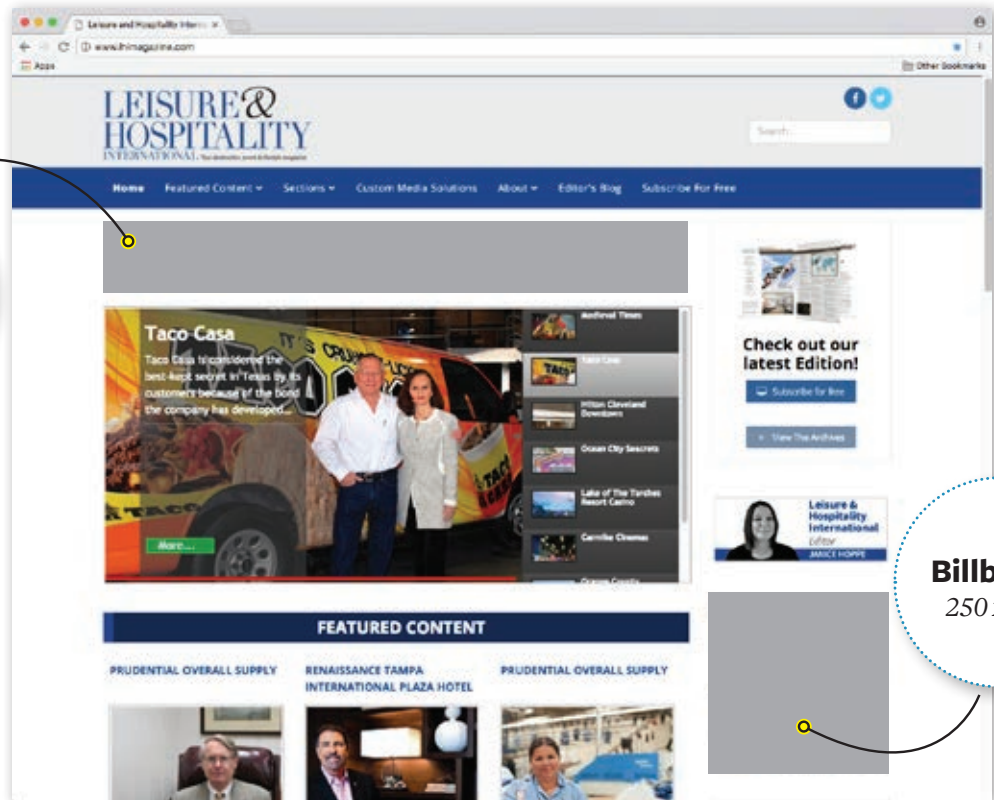
### Video

Activated by tapping somewhere on the ad in the digital edition or can activate automatically. Videos can come from YouTube, Vimeo, or using a video file.

**Leaderboard**  
850 x 100

**Nearly 2,000 unique visitors and growing.**

*Google analytics upon request*

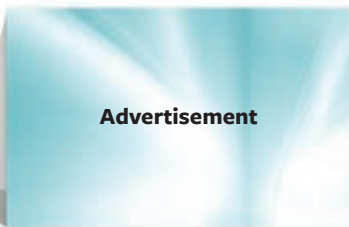


**Billboard**  
250 x 250

**Original magazine article**



**Advertisement**



Final billboard is clickable and links directly to your site.

**Billboard Ad**



**Online Story**

