



## ONLINE ADVERTISING In [www.rugindustrynews.com](http://www.rugindustrynews.com)

Rug Industry News is a sister publication of Rug News andDesign and the online RugNewsandDesign.com

Rug Industry News covers Rugs, Home Textiles, and Home Fashions. Open to everyone in and affiliated with the rug industry from machinery manufacturers to product manufacturers, vendors, reps, retailers, design firms and designers. Rug Industry News wants to feature your pictures, your press releases, your events, your exhibitions, and trade shows.

### ONLINE RATES

**\$1/DAY** - \$30/month - \$360/year \*

Skyscraper Ad 160x 600 px on every nearly page in rotation with other ads.

**\$200/MONTH** - \$2400/year

Full Banner Ad – 468 x 60 px – on footer of nearly every page in rotation with other ads.

**\$700/MONTH** - \$8400/year

Medium Rectangle Ad 300 x 250 px – right side of nearly every page in rotation with other ads.

**\$800/MONTH** - \$9600/year

Leaderboard Ad 728 x 90 px – next to logo in rotation with other ads.

\* **CONDITIONS:** Animated Ads, HTML5 or Flash ads may be charged at an additional charge. Change in ad = \$10/change. **ADS MAY NOT CONTAIN PRICES.**

**TERMS:** Paid quarterly in advance by credit card on file. Evergreen. Cancellation by email 10 days in advance of billing quarter.

Send Press Releases to:	<a href="mailto:media@rugindustrynews.com">media@rugindustrynews.com</a>
Event Listings to:	<a href="mailto:events@rugindustrynews.com">events@rugindustrynews.com</a>
Advertising Inquiries to:	<a href="mailto:advertise@rugindustrynews.com">advertise@rugindustrynews.com</a>
Technical Inquiries to:	<a href="mailto:info@rugindustrynews.com">info@rugindustrynews.com</a>



# SPECS / INFORMATION for ONLINE ADS

## SPEC

Online ads should be saved to exactly the pixel dimensions given for each ad size and in RGB color-space.

Ads should be saved in jpeg, png, or gif formats. Animated ads should be saved as gif files. Html5 ads are also supported, please contact us about these if interested.

We request that all online ad sizes be submitted regardless of the ad size you are running. This allows us to serve your ad into additional locations when we have unsold inventory and to optimize your ad for mobile browsers.

## AD POSITIONS

All ads appear on the home page as well as on internal general news pages and event pages.

Ads can be changed out at any time for no additional cost (Doesn't apply to \$1/day ads).

Ads are in rotation with other ads in the specific location.

Ads are run on a quarterly basis, generally coterminus with print contracts, or based on the first day of the month.

## AD SIZES:

SKYSCRAPER AD:	160 x 600 px
MEDIUM RECTANGLE AD:	300 x 250 px
FULL BANNER AD:	468 x 60 px
LEADERBOARD AD:	728 x 90 px

## SUBMITTING ADS:

Please send all online advertising creatives to:  
[Graham.Stroh@rugnewsanddesign.com](mailto:Graham.Stroh@rugnewsanddesign.com)