

# RUG NEWS and Design

[www.rugnewsanddesign.com](http://www.rugnewsanddesign.com)

Designing, making, and selling rugs & textiles is a global business and has been since before the beginning of recorded history. Rug News andDesign tries to cover the whole gamut of subjects both in print and online. We talk to manufacturers, retailers and wholesalers. We attend trade shows in the design fields – as well as other industries. We visit museums. We read books. We talk and visit with friends in many rug producing countries. After 42 years in the business, we still are learning.

## **By Invitation of the Publisher**

Includes:

12 months in [www.rugnewsanddesign.com](http://www.rugnewsanddesign.com)

12 months in [www.rugindustrynews.com](http://www.rugindustrynews.com)

Monthly electronic reports on advertising activity by ad

Co-Marketing – Social Media Activity

- You provide rugs: We develop brand recognition.
- \$ and Program Proposal upon request and definition of objective –

**IMPACT:** 2000—4000/day unique visitors spending an average of 3 minutes/person. Half Million ads served in the month of January.

**TERMS:** Pre-paid quarterly by credit card on file; Electronic statements sent monthly; Cancelled contract – 20% of months paid year to date in contract year..

## ONLINE RATES

**\$900: LEADERBOARD AD** (large horizontal banner)

728 x 90 px Position Next to Logo of nearly every page in rotation with other ads.

\$800/month—\$9600/year

**\$700: MEDIUM RECTANGLE AD**

300 x 250px – Top Right Sidebar of nearly every page in rotation with other ads .

\$700/month—\$8400/year

**\$200: FULL BANNER AD**

468 x 60 px – On footer of nearly every page in rotation with other ads.

\$200/month—\$2400/year

**NOTE** – All ads run on [www.rugnewsanddesign.com](http://www.rugnewsanddesign.com) are automatically run on [www.rugindustrynews.com](http://www.rugindustrynews.com) for no additional charge. Nearly every image on site links back to more information.

**CONDITIONS:** Animated Ads, HTML5 or Flash ads may be charged at an additional amount. **ADS MAY NOT CONTAIN PRICES.**

Advertising Inquiries to: [advertise@rugnewsanddesign.com](mailto:advertise@rugnewsanddesign.com)

Technical Inquiries to: [Graham.Stroh@rugnewsanddesign.com](mailto:Graham.Stroh@rugnewsanddesign.com)

RUG NEWS  
and Design  
INDUSTRY  
NEWS.COM

# 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)