



# Website Banner Ads

STRUCTURE® magazine

## The Practicing Structural Engineer's Resource

STRUCTURE® magazine is pleased to provide our vendors with additional opportunities to market products and services to Structural Engineers. Banner ads are now available on STRUCTURE's premier website ([www.STRUCTUREmag.org](http://www.STRUCTUREmag.org)).

## Ad Positioning and Behavior

15 positions are currently available:

	Top	Bottom	Right
Home Page	2	1	2
Current Page	2	1	2
Archives Page	2	1	2

*Each position cycles randomly when the page loads, between no more than 2 ads, except for the bottom position. The bottom position is reserved for a single ad.*

## Technical Requirements

- JPEG or GIF formats are acceptable for any position. The bottom position will also accept Adobe Flash files (.SWF). Links must be embedded in the Flash documents. Ads for all other positions may be animated; however animated submissions should loop, or be no longer than 10 seconds.
- All ads must conform to the Interactive Advertisers Bureau size standards:
  - Top (horizontal)
    - 10 wide by 1¼ high (inches), or
    - 728 wide x 90 high (pixels)
  - Right (vertical)
    - 1 ½ wide by 8 high (inches), or
    - 120 wide by 600 high (pixels)
  - Bottom (horizontal)
    - 6 ½ wide by 1 high (inches), or
    - 468 wide x 60 high (pixels)

## Pricing

*All pricing is for a 30 day posting*

Home Page	\$600
Current Page	\$500
Archives Page	\$400

## For Marketing Opportunities, Contact:

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