

# Online Rates & Specifications

## OAG.com and OAG Flights

Position	Size	ROS (US\$)	Geo-Targeted (US\$)	Target by Flight Search
Leaderboard	728 x 90 pixels	8 - 12 / M	12 - 15 / M	-
Skyscraper	120 x 600 pixels	8 - 12 / M	12 - 15 / M	-
Banner *	468 x 60 pixels	10 / M	15 / M	20 - 30 / M
In Content	300 x 250 pixels	12 - 15 / M	16 - 20 / M	-

\* For OAG Flights only.

## Email Newsletter

Newsletter is emailed monthly to an opt-in list of travelers and planners worldwide.

Total audience: 185,000

Regional targeting: North America, UK, Europe, Middle East & Africa, Asia Pacific

Position	Size	Worldwide (US\$)	Region (US\$)
Skyscraper	120 x 600 pixels	2,995	1,495
Banner	468 x 60 pixels	2,495	1,295

Ad rates vary based on total impressions purchased per month and the total month commitment, and are subjected to prevailing taxes.

## Production Specifications

Creative Size	File Size	Animation	Looping	Refresh Time
728 x 90 pixels	40K	Yes	4	2 secs
120 x 600 pixels	30K	Yes	4	2 secs
468 x 60 pixels	30K	Yes	4	2 secs
300 x 250 pixels	30K	Yes	4	2 secs

### Artwork Requirements

- Accepted formats: gif, jpg, png, swf, html, third party serving is ok
- Ads are managed with RealMedia Open AdStream
- All ad units must open a new browser window upon click
- All creatives with a white background must have a 1x1 black pixel border
- Flash files should have click tag embedded for tracking click-throughs
- Flash ads cannot exceed 20fps

### Media Enquiries:

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