

The Million Pixel Track™

THE Athletics Pixel Ad Portal

Advertising Rates/Specs

ADVERTISING RATES

Rates are based upon the size and length of term of the advertisement. The minimum purchase (one block) for a one-year term is \$100. This block can also be purchased for a three months for a fee of \$40.

Advertising Rates For Pixel Advertisements on MillionPixelTrack.com				
Term	Rate per Block*	Annual Rate per Pixel	Extended Message Rate	Annual Extended Message rate per Pixel
3 Months	\$40.00	\$1.60	\$120.00	\$0.015
6 Months	\$60.00	\$1.20	\$180.00	\$0.011
12 Months	\$100.00	\$1.00	\$300.00	\$0.095
Changes to Advertisement	\$10.00 per occurrence	NA	\$10.00 per occurrence	NA

Amounts are in U.S. dollars.
 * a block is 10 pixels by 10 pixels (100 pixels total)
 The extended message area is 210 pixels wide by 158 pixels high (31,600 pixels total). This is a 4 to 3 ratio (width to height).

For more information:

For the complete advertising kit, see:

- Online version: www.millionpixeltrack.com/advertising.php
- PDF version: <http://www.millionpixeltrack.com/MPT-adkit2006-01.pdf>

Contact the Sales Department:

- Via e-mail at sales@millionpixeltrack.com
- Via telephone at: (585) 425-4925

General Inquiries: info@millionpixeltrack.com

Customer Support: support@millionpixeltrack.com

ADVERTISING SPECIFICATIONS

Pixel Advertisement Specifications:

- Pixel advertisements can be any size (each block is 10 pixels by 10 pixels) and are limited by the space available.
- The minimum advertisement is one block (100 pixels).
- Pixel advertisements must be square or rectangular in shape.
- All images submitted must use the jpg or gif file format.
- Size of image files used in pixel advertisements must be less than 50k.
- Images submitted will be sized to fit the space reserved for the ad.

Extended Message Specifications:

- The purchase of a standard pixel advertisement is required in order to use the extended message option.
- Extended messages can use either text format or image format using a jpg or gif file.
- All images submitted must use either the jpg or gif file format.
- File size of images used in extended messages must be less than 50k.
- Extended message images should be 210 pixels wide by 158 pixels high or in the ratio of 4 to 3.
- Images submitted will be sized to fit the extended message area.
- For better control of formatting of a text message, advertisers may find placing the text in an image a superior approach.

Creative Specifications

- There is no limit to the number of pixel advertisements that can be used throughout a campaign.
- Creative changes must be received via e-mail.
- Animated (looping) images are not available at this time.

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