

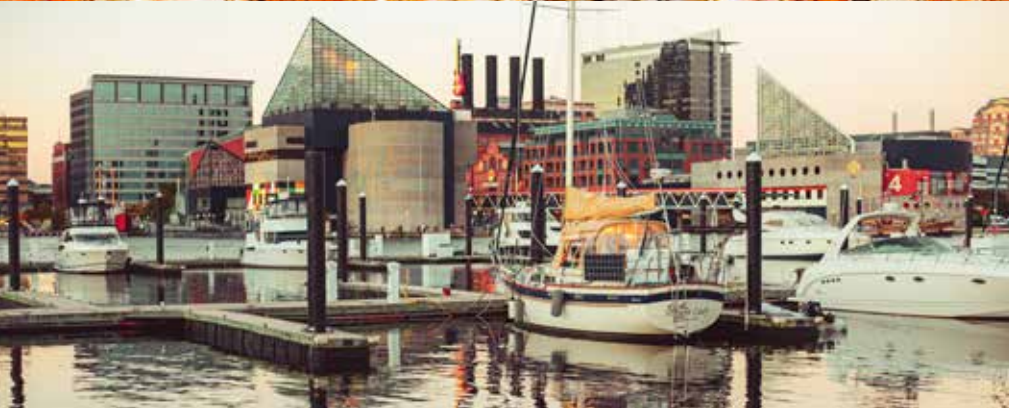


2024

MEDIA KIT

Baltimore

MAGAZINE



IT'S WHERE LOCALS BECOME INSIDERS.

LOOKING TO REACH A HIGHLY EDUCATED, AFFLUENT, AND ENGAGED AUDIENCE?

As the longest-standing city magazine in the country, we've evolved to become a multi-channel media powerhouse throughout the Baltimore region. We are passionate about our town, the people who live here, the stories we tell, and our valued partners. **We're dedicated to providing original, award-winning content that shapes thinking, influences decision-making, and inspires action.**

OUR BUSINESS MODEL IS SIMPLE:

ATTRACT

A HIGH-VALUE AUDIENCE.



CONNECT

THEM TO OUR ADVERTISERS.



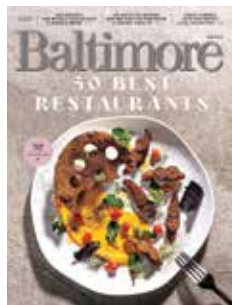
BUILD & SUPPORT

OUR ADVERTISERS' BUSINESSES.

Baltimore
MAGAZINE

2024 Baltimore Media Kit 1

PRINT



Baltimore magazine



Baltimore Weddings



BSO Overture



Johns Hopkins Magazine

DIGITAL

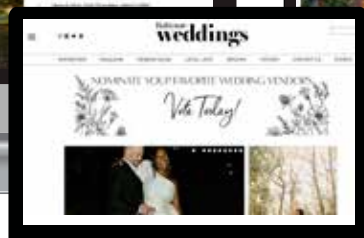
WEBSITE

EMAIL

SOCIAL
MEDIA



baltimoremagazine.com



baltimoreweds.com



OUR REACH

Baltimore magazine extends beyond print, connecting its advertising partners with a highly coveted audience through a dynamic multimedia platform.

Through the power of print, digital, and live events, **Baltimore** can customize a program to reach the target market you desire.

LIVE EVENTS



Best of Baltimore Party

Baltimore
MAGAZINE

2024 Baltimore Media Kit 2



PRINT READERSHIP

OVERALL MONTHLY PRINT READERSHIP: 142,000+

No other regional magazine in the Baltimore area can match our reach and impact. Although Baltimore has readers throughout Maryland and across the country, the majority of our readership is found in the Baltimore metro area.

And in addition to our loyal paid subscribers receiving copies monthly in their mailboxes, *Baltimore* magazine can be found in major grocery stores, specialty markets, bookstores, BWI airport, and local hotels.

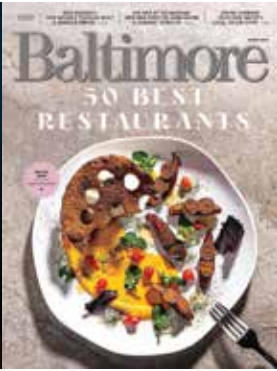
Baltimore
MAGAZINE

2024 *Baltimore* Media Kit 3

Source: Based on 2022 CVC estimates of readership per issue and current distribution



Top Doctors, November



Best Restaurants, March



Best of Baltimore, August

AUDIENCE

For more than a century, Baltimore has remained the single most trusted voice and widely read local magazine in the metropolitan area, reaching a highly educated, affluent, and engaged audience. Our distribution is verified by the Circulation Verification Council, which provides an annual independent audit.

PRINT

Monthly Readership: **142,000+**

Total Annual Readership: **1,704,000+**

DIGITAL

Annual Website Visitors: **2,600,000+**

Annual Page Views: **4,300,000+**

EVENTS

Our signature events range from intimate gatherings of 100 attendees to our annual parties and festivals that attract up to 1,500.



Best Restaurants, Homepage



Crab Fest, Event

Baltimore
MAGAZINE

2024 Baltimore Media Kit 4

Source: Based on 2022 CVC estimates of readership per issue and current distribution

READER DEMOGRAPHICS



GENDER

62% female

38% male



MARITAL STATUS

69% married or partnered

30% single/divorced/other



AVERAGE HOUSEHOLD INCOME

67% have an annual household income of more than \$100,000+ year



AS A RESULT OF READING BALTIMORE

91% have made purchases or selections based on an advertisement

80% have dined in a restaurant



DEDICATED AND LOYAL

More than **80%** of our audience renews their subscription every year, among some of the highest rates in the industry.



20% 25-45

40% 46-65



PROFESSIONAL STATUS

25% Executive

25% Decision-Maker



EDUCATION LEVEL

84% of our readers hold a bachelor's degree or higher



IN THE NEXT 12 MONTHS

75% are planning to go on vacation

39% are planning a home renovation

35% are planning to invest in wealth management or stocks

17% are planning to buy or sell a home

Baltimore
MAGAZINE

2024 Baltimore Media Kit 5

Source: 2022 CVC Audit and Readership Study



BRANDED CONTENT

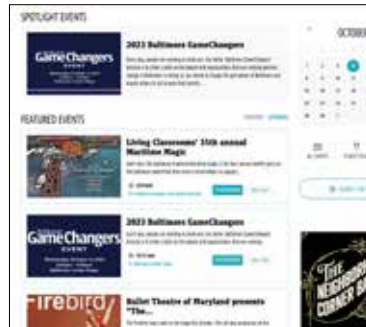


DISPLAY ADVERTISING

ROS, channel sponsorships,
feature sponsorships, programmatic



DIRECTORIES



EVENTS CALENDAR



**SPONSORED
& TARGETED
EMAILS**



CONTESTS & POLLS



NEWSLETTERS



SOCIAL MEDIA

Sponsored posts,
custom giveaways

DIGITAL AUDIENCE

MEET OUR ONLINE READERS

As an extension of our print magazine, *baltimoremagazine.com* is enhanced with daily updates by our award-winning editorial team. Amplify your brand messaging and achieve measurable goals with digital advertising campaigns that can be hyper-targeted and fully customized to your needs.

64% mobile

31% desktop

76% ages 25-64

53% female

47% male

232,000 social media followers

220,000+ average monthly unique visitors

358,000+ average monthly pageviews

Baltimore
MAGAZINE

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Custom Events:
Let *Baltimore* magazine
plan your next event.
We'll line up the
venue, food, drink,
and entertainment
logistics.

LIVE EVENTS

THERE'S NOTHING LIKE THE POWER OF FACE-TO-FACE MARKETING.

From large-scale celebrations to intimate panel discussions and awards ceremonies, our professional team produces high-end, **diverse events** and brand experiences that deliver results. On top of that, our multimedia firepower delivers the right audience.

Bring your **brand** to life as an event sponsor or showcase your venue as an event partner.

WOMEN WHO MOVE MARYLAND

Tues., February 13, 2024 • Marriott Owings Mills • Size: 200

A luncheon that brings together some of Baltimore's most powerful women and encourages connections to help one another in various aspects of their lives.

THE WEDDING PARTY

Tuesday, March 5, 2024 • AVAM • Size: 300

Inspired by and created for Charm City couples, The Wedding Party is a ticketed event featuring the area's premier wedding professionals. Attendees engage with local vendors while tasting wedding cakes and samples from local restaurants and caterers.

BEST RESTAURANTS

Thursday, March 14, 2024 • Size: 150

To celebrate our Best Restaurants issue, *Baltimore* magazine brings together the city's biggest chefs and best restaurants. The ten-course seated dinner features cocktail pairings, live entertainment, and conversations with the chefs.

HOME & DESIGN AWARDS

Wednesday, March 20, 2024 • Size: 200

A local competition for architects, interior designers, artisans, builders, and landscape designers. A distinguished panel of nationally renowned professionals judge entries in 40 categories. Winners are announced at a cocktail party and awards reception in March and featured in the April issue of *Baltimore* magazine.

EXCELLENCE IN NURSING

Thursday, May 16, 2024 • Size: 400

This annual dinner and awards ceremony celebrates the special editorial feature in our May issue. Medical professionals gather to toast the region's top nurses for their extraordinary contributions to healthcare.

GAMECHANGERS

Thursday, June 13, 2024 • Size: 200

In celebration of our annual GameChangers feature, this event shines a light on the people who are working to make Baltimore better and brings together local GameChangers to talk about their ideas, successes, and the future of our city.

CRAB FEST

Saturday, July 13, 2024 • Size: 1000

A festival celebrating Baltimore's beloved summer treasure—crabs! Guests have the opportunity to enjoy fare from some of Baltimore's best crab joints, live music, and delicious craft beer and cocktails.

BEST OF BALTIMORE

Thurs., August 15, 2024 • The Hippodrome Theatre and M&T Bank Exchange • Size: 1200

Our biggest and BEST event of the year, with over 1,000 attendees gathering to celebrate our annual Best of Baltimore issue. The tradition of sampling specialty bites from several of the area's most noteworthy restaurants, sipping on hand-crafted cocktails, and dancing all night long will continue in 2024. This is our signature event, and it continues to be one of the most anticipated events of the summer.

WHISKEY, WINE & WISDOM

Fri., September 27, 2024 • Baltimore Peninsula • Size: 250

Discover the best in whiskeys, wine, and spirits. Meet brand ambassadors who will offer their unique insights and specialty products, and experience interactive seminars led by distillers. Plus, dishes from the hottest local restaurants and, of course, live music.

GIVE BALTIMORE

Thurs., October 10, 2024 • M&T Bank Exchange • Size: 200

At this event exclusively for nonprofits featured in our annual Give Baltimore special section, nonprofit leaders from around the region come together for an evening of networking and storytelling.

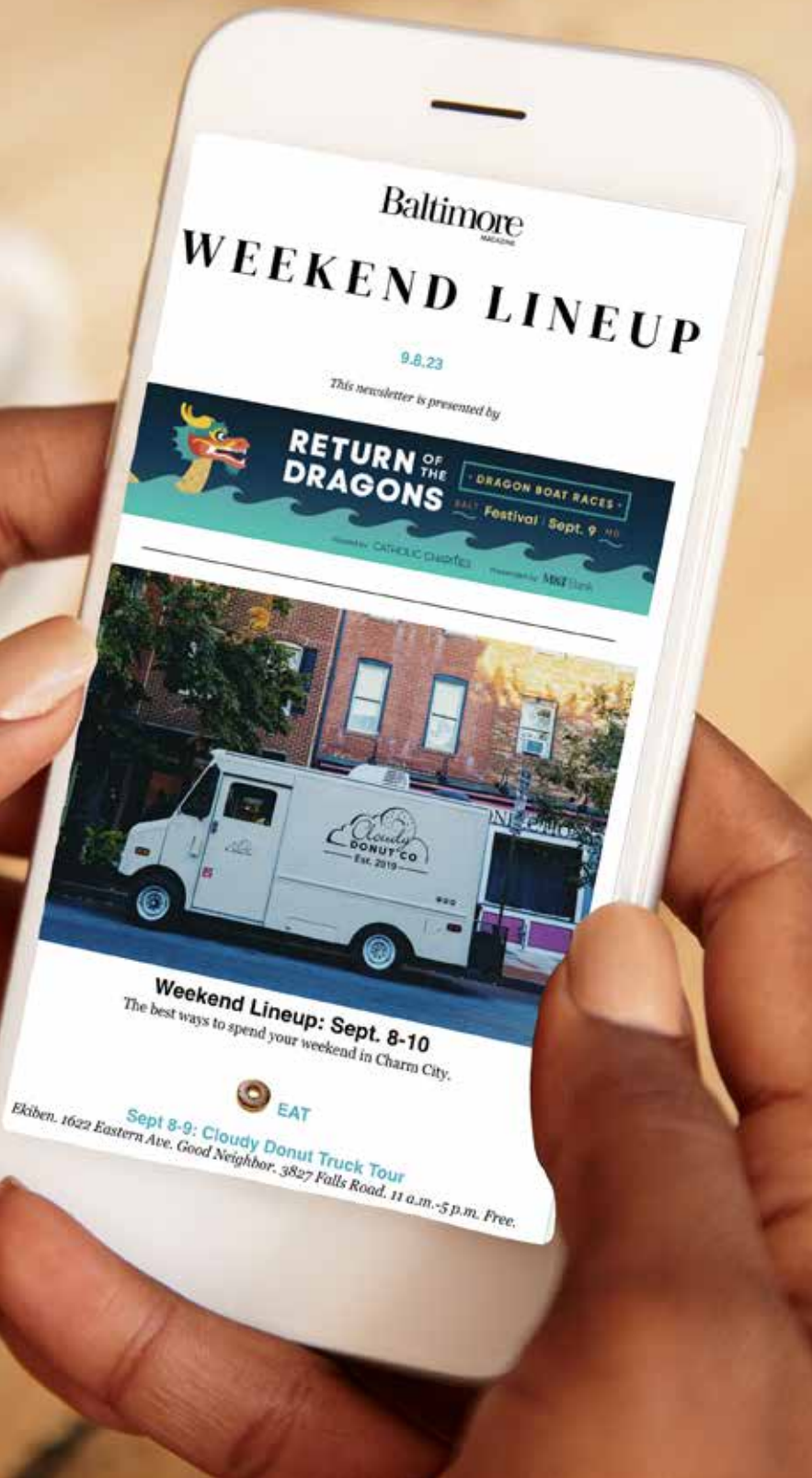
TOP DOCS

Thursday, November 7, 2024 • Size: 200

Each November, *Baltimore* magazine honors over 500 of the region's top physicians in our annual Top Doctors issue. The event celebrates these doctors with cocktails, hors d'oeuvres, networking, and much more!

Baltimore
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NEWSLETTERS

Pointing you to the best in food, nightlife, arts, culture, fashion, and more.

NEWSLETTER	HIGHLIGHTS	DEPLOYS	DISTRIBUTION
Datebook	Best events to fill your calendar this month	First & Third Monday	32,000+
Weekend Lineup	Best things to eat, drink, see, hear, and do this weekend	Every Friday	32,000+
Local Flavor	Food news and restaurant reviews	Every Thursday	31,000+
Charm City Picks	Our ultimate guide to making the most of crab season in Charm City	Seasonally	7,000+
Weekender	A weekly roundup of Baltimore's top news stories	Every Saturday	6,500+
Home & Living	A closer look at the most beautiful homes in Baltimore	Monthly	5,500+
Arts District	The latest in local art, music, movies, and theater	Second & Fourth Wednesday	5,600+
Charmed Life	Trends in shopping, lifestyle, beauty, and wellness	Last Tuesday of Every Month	5,200+
Weddings	Stories to inspire, inform, and elevate your big day	Tuesday 2x Per Month	4,000+
Traveler's Notes	Travel tips and ideas	Quarterly	1,100+

Baltimore
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Please ask about our frequency discounts.



DEDICATED EMAILS

SPONSORED AND TARGETED EMAIL

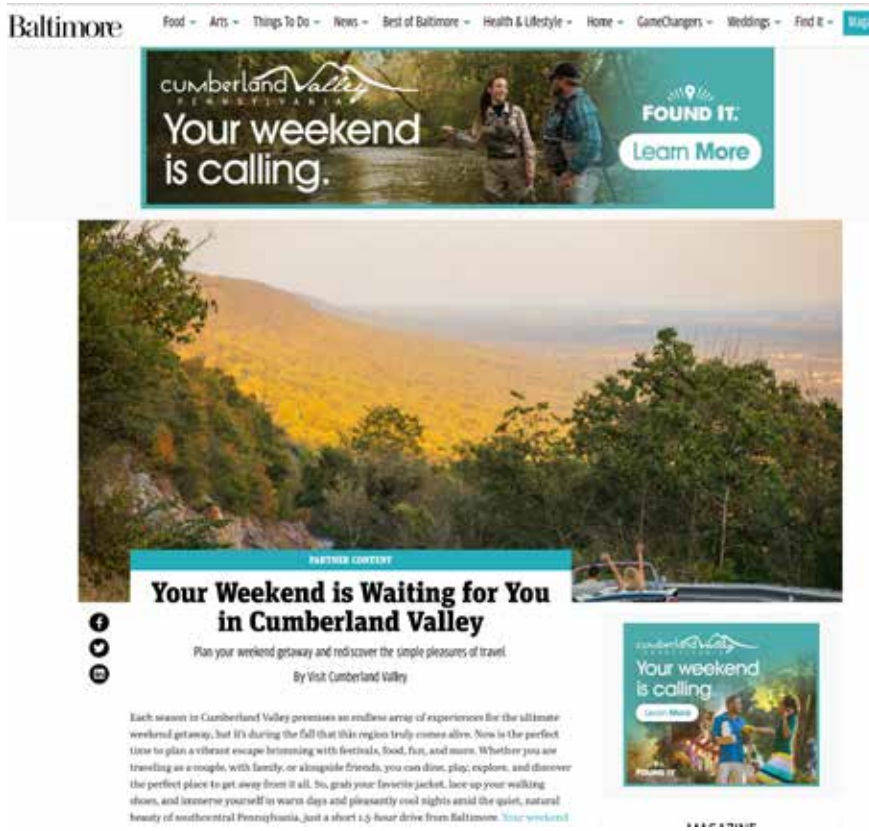
Email is a proven and cost-effective way to reach your best prospects. Our comprehensive email marketing solutions will deliver results for your business.

SPONSORED EMAIL

With sponsored email, your brand owns the entire message, allowing for complete customization of copy and design. Reach Baltimore's coveted audience of over 28,000 consumers. These people have opted-in to receive messages from the trusted local businesses they count on *Baltimore* magazine to deliver.

TARGETED EMAIL

With more than 145 million consumer and 30 million business-to-business verified email addresses, our targeted eblasts will put your exclusive and customized message in front of your best prospects. Specific targeting can be based on geography, demographics, and/or interests.



OPTION 1

- Creation of one branded content article
- 30 days of home page promotion
- 30 days of channel promotion
- One promotional post on Facebook
- One sponsored content block
- Online ads surrounding your article
- Content lives on our site indefinitely

OPTION 2

- Creation of one branded content article
- 60 days of home page promotion
- 60 days of channel promotion
- Two promotional posts on Facebook
- Two sponsored content blocks
- Online ads surrounding your article
- Content lives on our site indefinitely

BRANDED CONTENT

LET US TELL YOUR STORY WITH CUSTOM CONTENT

REACH AN ENGAGED AUDIENCE

Branded content is a powerful way to positively impact your brand perception. By sharing information that is relevant and valuable, you engage our audience, gain trust, and capture new business.

CONTENT CREATION

We work closely with you to develop content ideas that will resonate. Our editors take lead on creating content based on the intersection of your marketing goals and knowledge of how our audience engages.

CONTENT PROMOTION

What good is great content if it doesn't reach the right audience?

That's why we run a multi-dimensional campaign to drive traffic to your content.

CAMPAIGN REPORTING

At the end of the promotional period, you will receive a comprehensive report that details every aspect of user interaction with your content.

ANNUAL POLLS

READERS TELL US WHAT THEY LOVE MOST ABOUT CHARM CITY



BEST RESTAURANTS READERS' POLL

Charm City uplifts the local restaurant scene by sharing their go-to eats, from top takeout spot to choice carryout cocktails, in this supplement to our annual 50 Best Restaurants list.



CRAB FEST'S CLASH OF THE CRABS

Baltimore's top crab houses get crackin' in this bracket-style contest. Who will be crowned the best of the best? Readers decide over six rounds of voting.



BEST OF BALTIMORE READERS' POLL

In this compliment to our editors' yearly Best of Baltimore August issue, Baltimoreans honor their Charm City favorites in this annual poll—from their go-to coffee shop and hiking trail, to the best podcast and must-see attraction.



WEDDINGS READERS' POLL

Do you have a go-to shop for wedding party gifts? Do you know a florist that truly creates art with flowers? Charm City couples tell us their favorite vendors in the local weddings industry.

NEW IN 2024



CUTEST PET CONTEST:

With the rise of pet-friendly social spaces, one thing is clear: Baltimoreans sure do love their pets. Over two weeks, voters will determine which adorable pup or precious cat deserves the Cutest Pet crown.

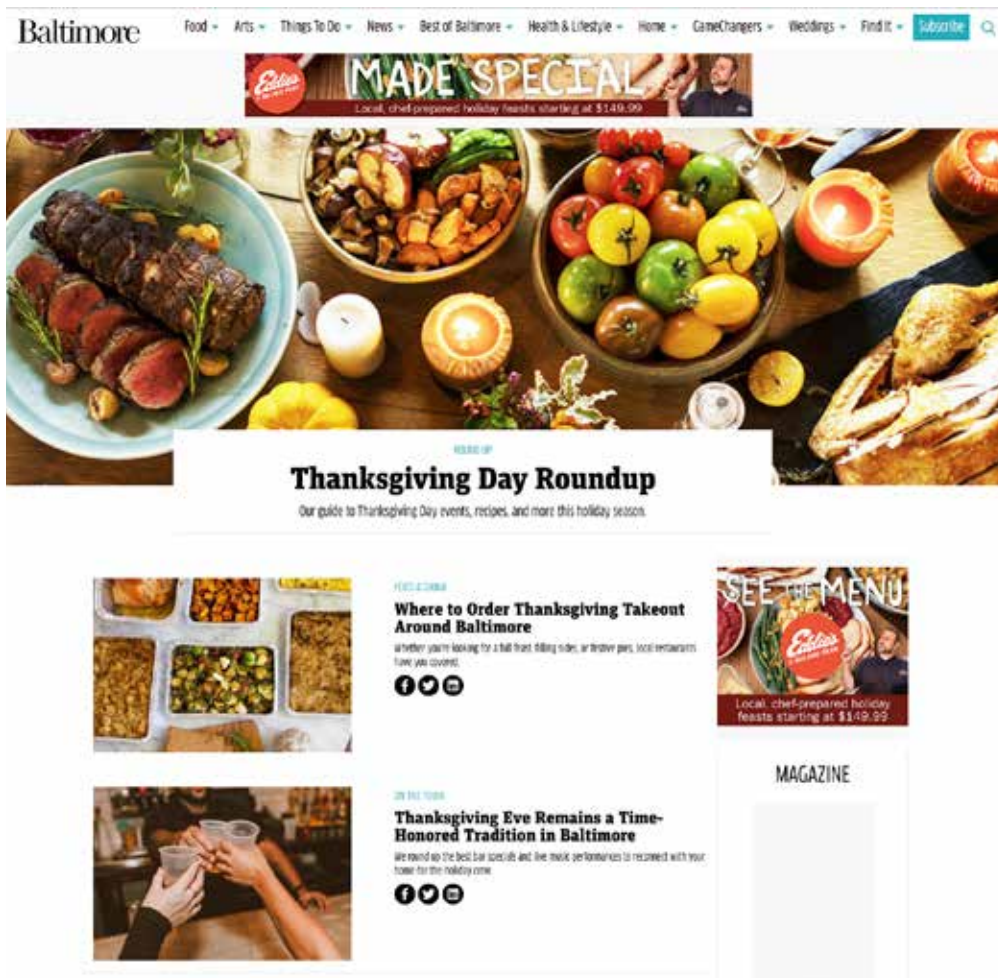


SNOWBALL FIGHT:

It wouldn't be summer without a visit to a Charm City snowball stand for the area's token treat. In this bracket-style contest, regional snowball stands will go head-to-head to earn the top spot.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES INCLUDE:

- Sponsorship of poll landing page • Logo included on two (2) email promotions • Logo included on one (1) email newsletter ad
- Sponsorship mention in (1) social media post • Logo included on print ad promoting poll



ANNUAL ROUNDUPS

JANUARY:

Winter Roundup

APRIL:

Spring Roundup

MAY:

Mother's Day Roundup

JUNE:

Summer Roundup

SEPTEMBER:

Fall Roundup

NOVEMBER:

Thanksgiving Roundup

DECEMBER:

Holiday & NYE Roundup

ASSETS:

- 970px x 250px
- 728px x 90px
- 300px x 250px
- 600px x 500px
- 1200px x 300px
- URL link, logo (at least 300px wide)

PROMOTION:

- Promoted via social media and on homepage
- Promotion within e-newsletters linking to roundup
- Dedicated roundup email featuring sponsor's ads

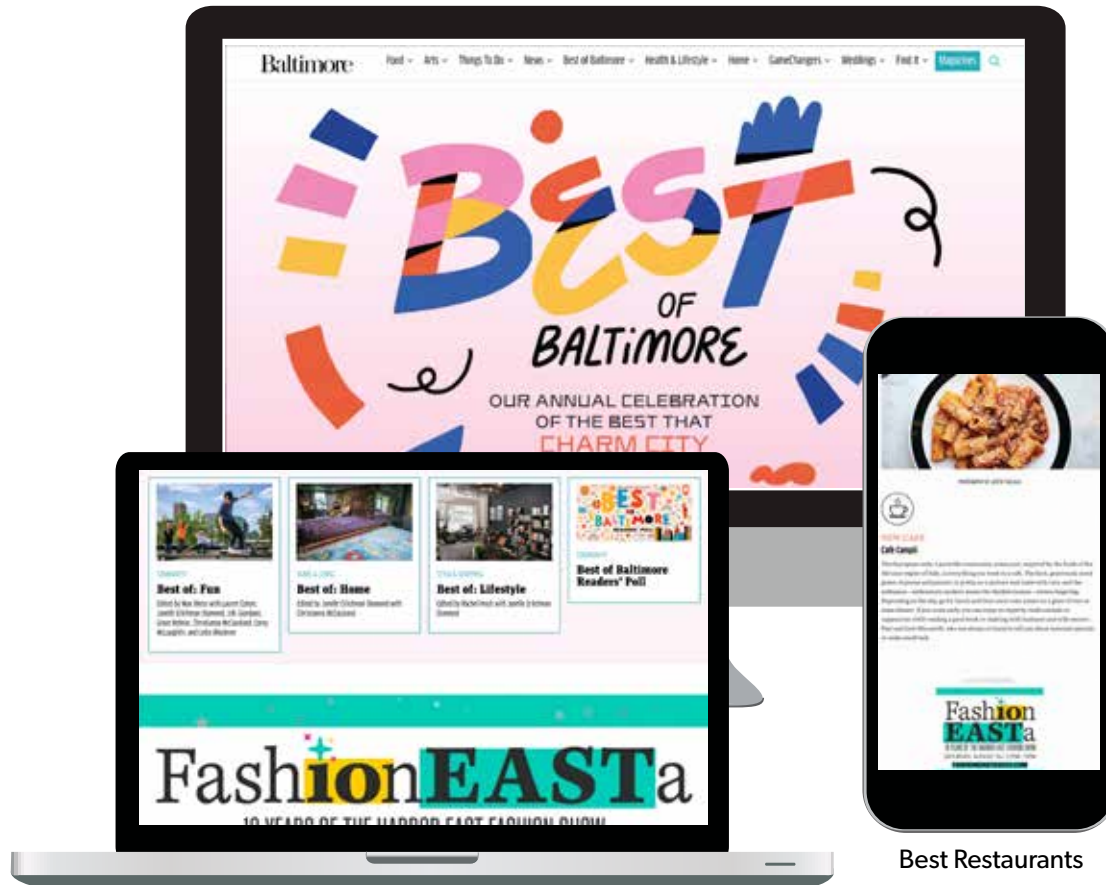
Baltimore
MAGAZINE

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WEBSITE CONTENT

FEATURE, COVER STORY, AND RESOURCE GUIDE SPONSORSHIPS

Align your brand with our most sought-after print content as we bring it to life online.
Build awareness and extend your reach by sponsoring one of our highly anticipated cover stories, resource guides, and feature packages that readers return to again and again.



Best of Baltimore

Best Restaurants

MARCH

Best Restaurants
72,000+

JULY

Crab Classics
4,000+

AUGUST

Best of Baltimore
22,000+

SEPTEMBER

Fall Travel, Fall Arts
2,000+

OCTOBER

Cheap Eats
10,000+

DECEMBER

Gift Guide
4,000+

Your sponsorship guarantees impressions over 365 days.

Plus, our multi-media marketing powerhouse will drive online readers to the feature and discover your brand's messaging through homepage promotion, social media posts, and newsletters.

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DIGITAL DIRECTORIES

Enhanced listings provide an easier way for readers to find your business online all year long.

Directories are promoted through *Baltimore* magazine media properties.

ATTORNEY DIRECTORY

CAMP DIRECTORY

DENTIST DIRECTORY

DOCTORS DIRECTORY

PETS DIRECTORY

RESTAURANT DIRECTORY

RETIREMENT DIRECTORY

TRAVEL DIRECTORY

SCHOOLS DIRECTORY

WELLNESS DIRECTORY

HOME RESOURCE DIRECTORY

REALTOR DIRECTORY

Baltimore
MAGAZINE

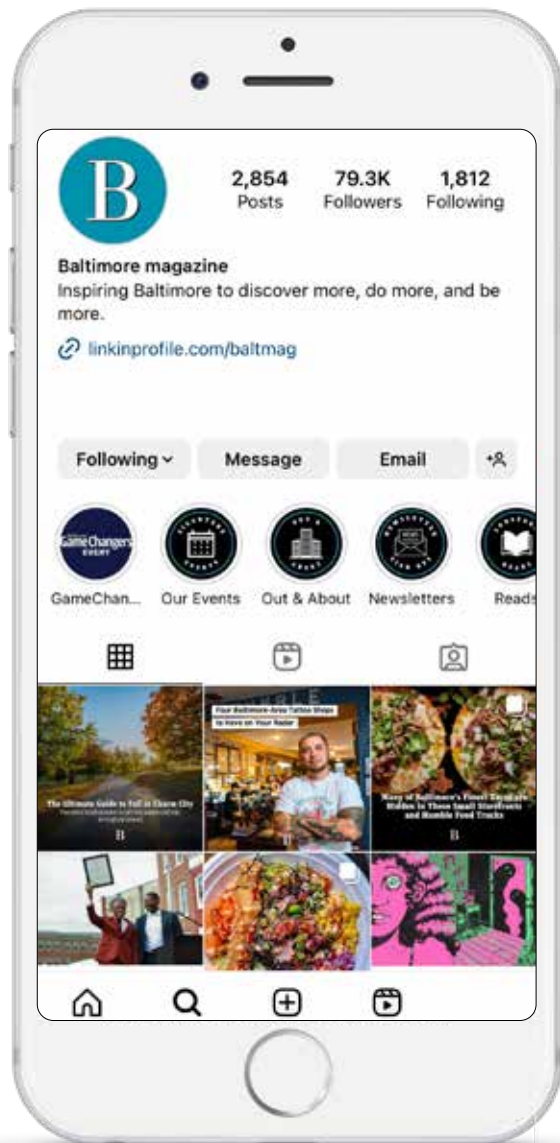
2024 *Baltimore* Media Kit 14



CONTENT CHANNELS

Each channel offers alignment with a clear identity, strong viewability, high impact ad units, and 100% share of voice.

CONTENT CHANNEL	AVERAGE MONTHLY ADS SERVED
Food & Drink	257,000
Arts & Culture	173,000
Events	112,000
Home Page	90,000
News & Community	87,000
Home & Living	40,000
History & Politics	40,000
Weddings	40,000
Health & Wellness	30,000
Travel & Outdoors	21,000
Style & Shopping	18,000
Business & Development	15,000
Sports	15,000
Education & Family	9,000



@baltmag audience & facts:

- 80,000+ followers
- 69% female, 31% male
 - 30% ages 25-34
 - 38% ages 35-44

SOCIAL MEDIA

INSTAGRAM GIVEAWAYS AND SPONSORED POSTS

INSTAGRAM GIVEAWAY: GROW YOUR INSTAGRAM FOLLOWING:

Baltimore's Instagram following is a rapidly growing audience of 73,000+ engaged food, drink, fashion, and event lovers who are active in the community and scanning social media for the latest and greatest news and trends in Baltimore. Grow your Instagram following and entice visitors to your business by partnering with *Baltimore* on an Instagram giveaway campaign.

BENEFITS:

- Capitalize on *Baltimore's* brand and position your property as recommended by an expert
- Grow your Instagram following and engage with your target clientele
- Bring your property to life by allowing followers to picture themselves there

YOUR POST WILL INCLUDE:

- Geo-tagged location
- Tagged account in the photos
- Tagged account in the copy
- Required follow of client account in order to win

SPONSORED POSTS: MAKE A SPLASH ON THE SCENE TO BALTIMORE'S STATUS-CONSCIOUS SOCIALITES:

We offer businesses in select industries the opportunities to show off their brand's best look with sponsored posts. And we can track the impressions and engagement of each post thereafter, gathering valuable insights for your business.

WE'LL TRACK AND PROVIDE:

- Impressions (Number of times your post was seen)
- Reach (Number of unique individuals that viewed your post)
- Engagement (Number of comments/likes)

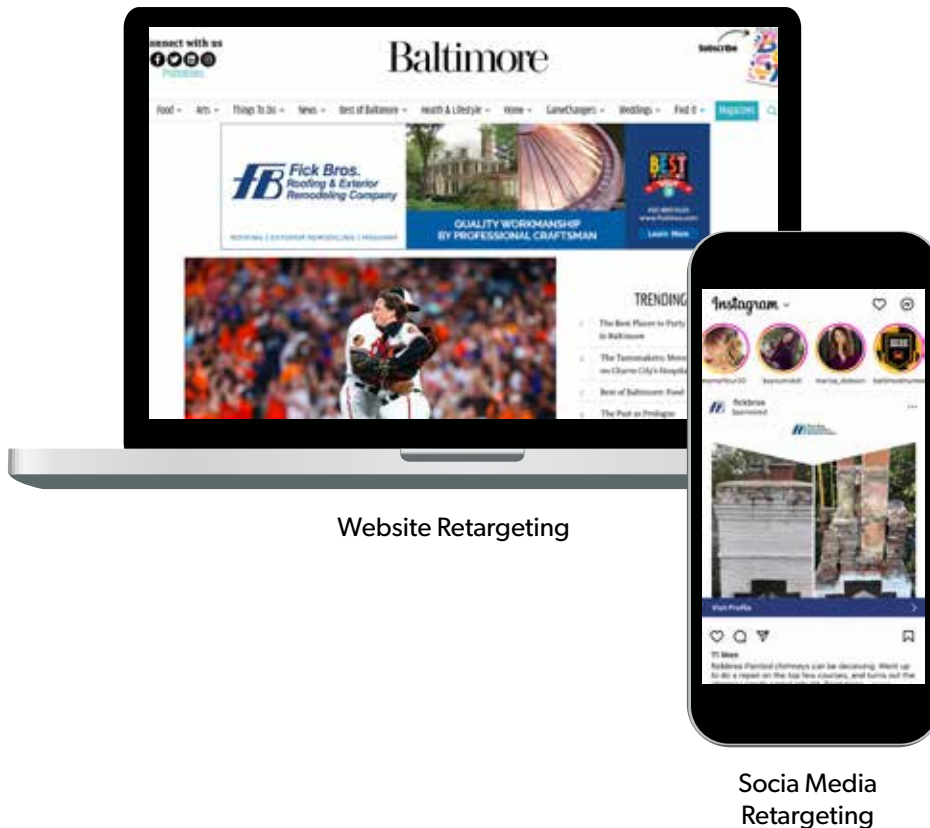
PROGRAM RATES & REQUIREMENTS:

Program Rates: Client must provide photos (must own rights otherwise need to be non-professional photos) for *Baltimore* to select from as well as draft copy or bulleted details, as well as a prize valued at \$250 or more (for giveaways only).

Instagram Story: Extend the reach of your sponsored post with the addition of up to three (3) Instagram Story promotional slides.

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Website Retargeting

Social Media Retargeting

AUDIENCE EXTENSION PRODUCTS

BEYOND OUR MAGAZINE AND WEBSITE PAGES

Stay top of mind with *Baltimore* magazine readers even after they have put down the magazine or finished browsing our website. With audience extension advertising, you can get your message in front of our readers as they move throughout the internet or social media.

WEBSITE RETARGETING:

After a reader has visited baltimoremagazine.com, we can serve your ads on sites they visit.

SOCIAL MEDIA RETARGETING:

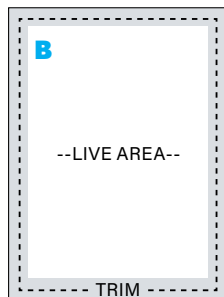
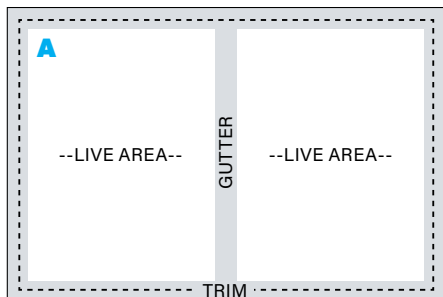
After a reader has visited baltimoremagazine.com, we can serve your ads on the social media sites they use.

Baltimore **2024 PLANNING CALENDAR**

MAGAZINE

	EDITORIAL	SPECIAL SECTIONS	EVENTS	ANCILLARY PUBLICATIONS	POLLS & CONTESTS	SPACE CLOSE	MATERIALS	NEWSSTANDS
JAN	WINTER WONDERLAND 50 places to hike, climb, ski, and skate your way through the coldest season of the year.	Cosmetic Surgery, Inclusive Resources Guide, Beauty & Wellness, Winter Getaways		<i>Baltimore Weddings, Overture</i>	Best Restaurants Readers' Poll	NOV 22	NOV 27	DEC 29
FEB	WES MOORE One year into his term, we profile Maryland's charismatic governor. Plus: Teaching Your Kid How to Drive.	Women Who Move Maryland, College Guide, Camps, Taste	Women Who Move Maryland			DEC 20	DEC 22	JAN 26
MAR	BEST RESTAURANTS Our annual list of the area's best restaurants and eateries. Plus: HOME.	HOME, Early Education Guide, Camps Guide, Taste	The Wedding Party, Best Restaurants Event, Home & Design Awards	<i>Johns Hopkins Magazine, Overture</i>		JAN 19	JAN 22	FEB 23
APR	VACATION REAL ESTATE From waterfront homes to urban bungalows, Baltimoreans reimagine the traditional vacation home. Plus: Home & Design Awards, Orioles Team Rebuild, Home Cannabis Growers.	Spotlight Profiles, Vibrant Living Guide, Early Education, Spring Getaways, Cannabis, Best Restaurants Readers' Poll Winners Circle				FEB 23	FEB 26	MAR 29
MAY	GAMES PEOPLE PLAY A guide to the sports we play and why they still matter. Plus: Excellence in Nursing, HOME.	HOME, Taste, Profiles of Law, Home & Design Awards Winners Circle, Doctors Orders/Heart	Excellence in Nursing	<i>Johns Hopkins Magazine, Overture</i>	Best of Baltimore Readers' Poll	MAR 22	MAR 25	APR 26
JUN	DOWNY OCEAN Make the most of your summer downey ocean with places to eat, sleep, and play on Maryland's Eastern Shore. Plus: Top Dentists, GameChangers.	GameChangers, Dental Profiles, Summer Getaways	GameChangers		Crab Bracket	APR 19	APR 22	MAY 24
JUL	CRAB CLASSICS A celebration of Maryland's classic crab houses, history, and traditions. Plus: Local Love.	Local Love, Faces of Baltimore, Pregnancy Guide, Taste, Crabs	Crab Fest		Snowball Bracket	MAY 17	MAY 20	JUNE 21
AUG	BEST OF BALTIMORE Our annual celebration of the people and places that make Charm City great. Plus: How Rats Became a Symbol of Baltimore.	Top Agents, Beauty & Wellness, Schools, Early Education, Best of Baltimore Readers' Poll Winners Circle	Best of Baltimore	<i>Johns Hopkins Magazine</i>		JUNE 21	JUNE 24	JULY 26
SEPT	NATTY BOH A history of National Bohemian Beer and how it became such an enduring icon in Baltimore. Plus: HOME, Fall Arts Calendar.	Men on the Move, HOME, Cosmetic Dentistry, Fall Getaways, Fall Arts, Best of Baltimore Editorial Winners Circle	Whiskey Event	<i>Overture</i>	Best of Baltimore, Pet Contest, Weddings Readers' Poll	JULY 19	JULY 22	AUG 23
OCT	CHEAP EATS Where to get Baltimore's best budget-friendly bites. Plus: Fall Travel.	School-Open Houses Guide, Taste, Give Baltimore	Give Baltimore			AUG 16	AUG 19	SEPT 20
NOV	TOP DOCTORS Our annual list of the region's top doctors. Plus: HOME, Anatomy of a Rowhome, The Oldest Cold Case.	HOME, Holiday Entertaining, Taste, Medical Profiles, Pet Guide	Top Doctors	<i>Johns Hopkins Magazine, Overture</i>		SEPT 20	SEPT 23	OCT 25
DEC	THE AGING ISSUE People who are doing this whole getting old thing right. Plus: Gift Guide.	Spotlight Profiles, Cannabis Guide, Vibrant Living, Holiday Gifts, Winter Getaways				OCT 18	OCT 21	NOV 22

*Planning calendar subject to change



PRINT SPECS

MECHANICAL SPECIFICATIONS

TRIM SIZE

8" x 10 1/2" (8" x 10.5")

LIVE AREA

7 3/8" x 9 7/8" (7.375" x 9.875")

TEXT SAFETY AREA

5/16" (.3125") inside of trim (Full Page/Spread only)

BINDING

Perfect bound

PRINT METHOD

Web offset

DEADLINE

Any ads submitted past deadline will be assessed a \$50 late material fee.

SUBMITTING YOUR AD

Create an account using the following link: baltimore.sendmyad.com.

Once account is created upload ad on or before materials deadline.

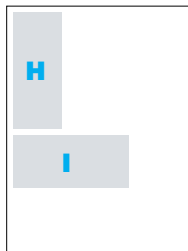
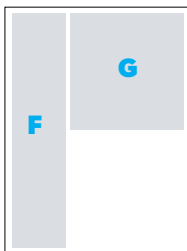
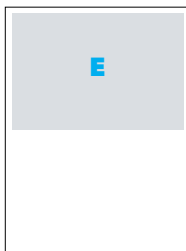
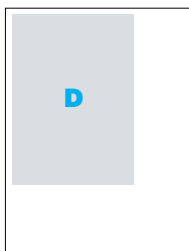
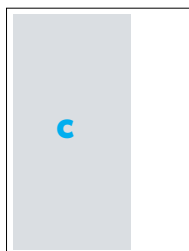
All ads must be print quality CMYK.

ARTWORK

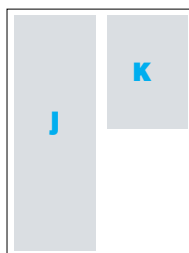
Please create a PDF using the press-quality settings. All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. We do not guarantee color quality unless a color SWOP proof is received. Preferred rich black: 50/40/40/100 and small text should always be 100% black.

***NOTE: Microsoft Publisher, Powerpoint, and Word files ARE NOT ACCEPTED.**

	DISPLAY SIZE	WIDTH	DEPTH
A	Spread, bleed	16 1/4"	10 3/4"
	Spread, trim	16"	10 1/2"
B	Full page, bleed	8 1/4"	10 3/4"
	Full page, trim	8"	10 1/2"
B	Full page, non-bleed	7"	9 5/8"



	DISPLAY SIZE	WIDTH	DEPTH
C	2/3 page	4 5/8"	9 5/8"
D	1/2 island	4 5/8"	7 1/4"
E	1/2 horizontal	7"	4 3/4"
F	1/3 vertical	2 1/4"	9 5/8"
G	1/3 square	4 5/8"	4 3/4"
H	1/6 vertical	2 1/4"	4 3/4"
I	1/6 horizontal	4 5/8"	2 1/4"

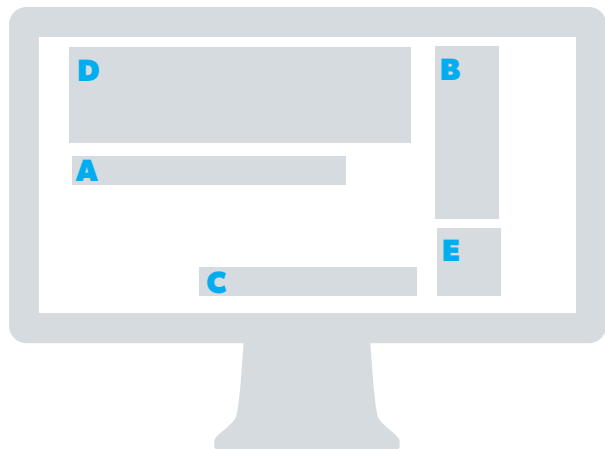


SPECIAL AD BANK SIZES

	DISPLAY SIZE	WIDTH	DEPTH
J	1/2 vertical	3 3/8"	9 5/8"
K	1/4 page	3 3/8"	4 5/8"

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DISPLAY AD SIZES		WIDTH	DEPTH
A	Super Leaderboard	970 px	90 px
B	Half Page	300 px	600 px
C	Leaderboard	728 px	90 px
D	Billboard	970 px	250 px
E	Medium Rectangle	300 px	250px

EMAIL AD SIZES

Rectangle	600 px	500 px
Sponsored	600 px	1000 px (max)
Billboard	1200 px	300 px

A minimum commitment of 25,000 impressions is required for all web ads. Ads that require a work-up are subject to a \$200 fee.

DIGITAL SPECS

MECHANICAL SPECIFICATIONS:

FILE FORMATS

GIF, JPEG, PNG, and Flash Compatible SWF file (video). Newsletter rectangle must be JPG, PNG or GIF file. For Sponsored Emails HTML files now accepted.

FILE SIZE & IMAGE RESOLUTION

Maximum 300kb. 72ppi max.

VIDEO/ANIMATED AD SPECIFICATIONS

Animated ads are limited to a maximum animation time of 15 seconds (applies to Flash ads and GIFs). No autoplay audio is allowed. User must initiate audio via button or other clickable method. Flash ads must be accompanied by a backup GIF or JPG image.

LINKS

Specify the exact URL to which the ad should link.
If sending a Flash ad, standard clickTag should be used.

QUESTIONS? Contact our advertising coordinator at 443-873-3951 or by email at onlineads@baltimoremagazine.net.

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AWARD-WINNING CONTENT