



SMPTE

Web and eNewsletter Ad Specs

Content Syndication

50-100 words, logo, and active link to whitepaper or e-book download
Asset must be non-commercial, solutions based and educational
Stat Performance Report Available Upon Request



SMPTE

Online Web and eNewsletters

	1X	6X	12X
Banner	\$2,200	\$1,890	\$1,680
Sky/Leader	\$2,520	\$2,310	\$1,890

SMPTE eNewsletters

(SMPTE Monthly & Newswatch)

	1X	6X	12X
Banner	\$2,200	\$1,890	\$1,680
Sky/Leader	\$2,520	\$2,310	\$1,890

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\$2500 per insertion,

available for either SMPTE Monthly or Newswatch Newsletters

AD SIZE DIMENSIONS

WEBSITE

Box Unit 300 x 250 pixels

Leaderboard 728 x 90 pixels

NEWSLETTER

Banner 468 x 60 pixels

Medium Rectangle 300 x 250 pixels

Large Rectangle 336 x 280 pixels