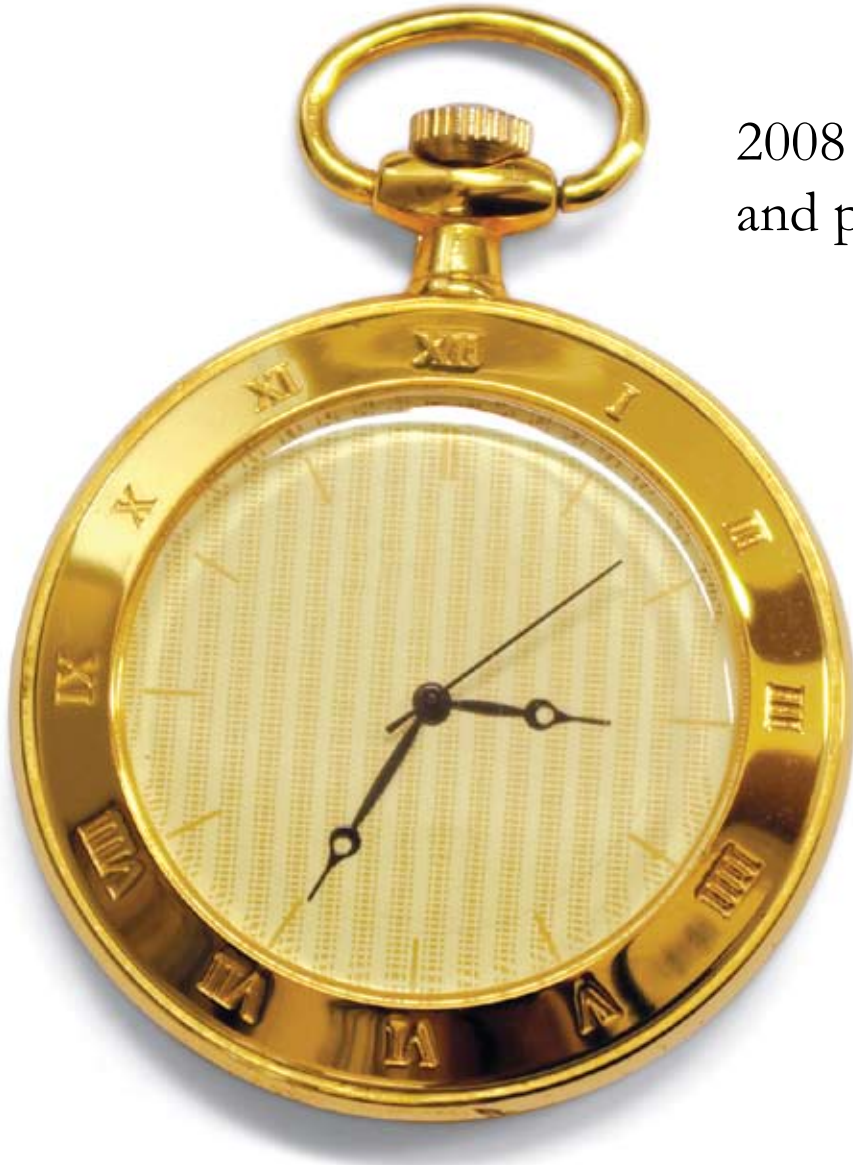


# THE TRIDGE



2008 online advertising rates  
and policies

# About us

The Tridge is a new, weekly online magazine that aims to provide a sophisticated, local perspective on arts, business, politics, and leisure, with quality commentary, journalism, essays, fiction, poetry, art, and satire.

We're currently available at [www.thetridge.com](http://www.thetridge.com), with plans for a print edition in the immediate future.

The Tridge is owned by Crossen & Co., a media company based in Midland, Michigan.



# Our audience

Q.

Why should you advertise with us?

A.

You'll reach the most intelligent, most sophisticated readership in Mid-Michigan.

**“I LOVE** THE LOOK AND CONCEPT.  
OUR AREA **NEEDS** THIS MAGAZINE.”

– Erik Trump, Ph.D  
Professor of Political Science  
Saginaw Valley State University



2.



# Our audience

## **Online:**

250-500 visitors per day.

## **Print:**

Initial run of 1,000 planned. Distributed free of charge throughout Midland, Saginaw, and Bay City, with a PDF available at [www.thetridge.com](http://www.thetridge.com).



3.

# Online rates

## **Full sponsorship: \$700, 30-day duration**

1. Two 100x700, front-page banners
2. One large, 287x450 button on article pages

Every ad is individually placed, so each ad will be rotated until it reaches the 30-day on-screen duration.

## **Front-page sponsorship: \$300, 30-day duration**

1. One 100x700 front page top banner

## **Individual ads**

1. Top front-page banner ad (100x700): \$80, 7-day duration
2. Middle front-page banner ad (100x700): \$70, 7-day duration
3. Large buttons on article pages (287x450): \$60, 7-day duration

## **Rotation schedule:**

Ads are rotated daily. Your ad will be rotated until it has been displayed on screen for its contracted duration.



4.

# Online specifications

## Design

1. We will design your ad free of charge. Simply supply us with some material: images, text, or both, and specify where you'd like the advertisement to link to.
2. If you already have an ad designed, please make sure it conforms to the specifications listed below.

## Mechanical specifications

1. Front page banners are the standard size: 100x700 pixels.
2. Large buttons on article pages are 287x450 pixels.
3. All ads are in RGB (red/green/blue, the standard color format).
4. All ads are a resolution of 72 dots per inch, the standard size.

## Acceptable formats

1. .jpeg (or .jpg), .gif, .png, and .tif are standard formats and are all acceptable. .jpeg is the most commonly used picture format on the Web and is recommended.
2. .bmp, .psd, .ai, .pdf, and .eps files are not acceptable. Document formats (.doc, .docx, .rtf, .txt) are not acceptable.

## Need help?

1. Just let us know, and we'll help you with anything. E-mail us at [thetridge@gmail.com](mailto:thetridge@gmail.com).



# Contact us

Please e-mail us at:

**[thetridge@gmail.com](mailto:thetridge@gmail.com)**

with any inquiry. Thank you for considering advertising with us. Your support helps us provide the most sophisticated perspectives on politics and culture you'll find in Mid-Michigan.





Crossen & Co. 