



**IndiJ Public Media**

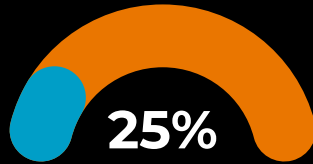
**The future of media is Indigenous.**

**NEWSLETTERS, SPECIAL ISSUES, GUIDES, & CLASSIFIEDS**

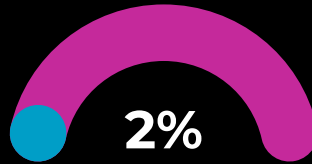


**50K**

**Email Subscribers**



**Open Rate**



**Click Rate**



**Engagement**

ICT's FREE up-to-date news is emailed every Thursday to our subscribers in The Weekly. ICT's Featured Stories emails are sent when there is important news and have open rates 25% higher than average. Our Special Feature Issues are digital flipbooks celebrating education, Native American Heritage Month, and the holidays, while the Pow Wow Guide is a printed magazine.

DISPLAY FAR FORWARD	SIZE	COST PER WEEK
Full Page	7" x 9.5"	\$3,000
1/2 Page Horizontal	7.25" x 4.25"	\$1,950
1/2 Page Vertical	3.5" x 8.75"	\$1,500
1/3 Page	2.25" x 8.75"	\$1,430
1/4 Page	3.5" x 4.25"	\$975



### Technical Specifications

#### DIGITAL SPECS

##### GENERAL REQUIREMENTS

- 40k max GIF/JPEG; 40k max Flash; up to 3 loops with 15 seconds max animation (loops combined).
- Flash (.swf) must have the following clickTag variable:
  - Add an invisible button making the entire area of the banners clickable. Attach the following object action to the button: on (release) {getURL (clickTag,"\_blank");}
- Clickables must open a new window for the landing pages when clicked on.
- Types that we cannot accept include, but are not limited to:
  - Click URLs that spawn exit popups/popunders
  - Rapid animating, blinking and/or flashing
  - Items that open a download page
  - Items that download anything on page load, mouse-over or on click — it must first go to the landing page where a download prompt may be allowed, if the user chooses 'No' or closes the download prompt, they cannot be prompted again
  - Items that indicate the user is a winner, can be a winner, will win something, or will receive a free item by clicking on the banner, etc. or if a user has to sign up for or buy something in order for them to "win" and/or for a product to be "free"
  - Items promoting any form of gambling or gambling sites
- Items with transparency. All items with background color that is the same as the page it is running on, requires a border around them.
- The brand or sponsor must be clear, readable and recognizable; should show the sponsor's logo or company/ product brand.

#### MOBILE SPECS

##### CREATIVE FORMATS

Supported formats are GIF (87/89a—animated), JPEG, and PNG. Static GIFs are preferred over animated GIFs. Animated GIFs should follow KB size limits above, with a maximum play time of 15 seconds and 3 loops/ iterations. At this time, animated GIFs are supported on Android version 2.2+ only.

##### CLICK-TO-DIAL

Must provide a phone number and a back-up mobile site click-through URL.

##### JUMP PAGE

- Supported formats: XHTML, CHTML, WML.
- Title: Less than 20 characters
- Graphics: Image width should follow item dimensions, above. The height can vary according to the company.
- Copy: Less than 150 characters is recommended but more can be accommodated. Font style and size are handset

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*ICT reserves the right to reject things that do not adhere to these specs.*