

Media	Description	Rate
<b>Banners</b>	100,000 impressions for 6 banner sizes	\$3,000
<b>Homepage Poker Bonuses</b>	Inclusion for one month in all applicable bonus sections on cardplayer.com	\$6,000
<b>eBlast</b>	Exclusive eBlast to around 78,000 opt-in subscribers. Includes subject line, image and editorial up to 300 words	\$5,000

**\* Materials must be sent one week in advance**

**Banners**

**Sizes**

728x90, 448x70, 300x250, 240x400, 160x600, 120x60

**Types Of Creative**

**Third-Party**

A highly customizable, interactive creative. You can use HTML and JavaScript snippets as well as tags from a third-party ad server.

**Image**

A basic image creative. Requires GIF, JPG, or PNG file.

**URL**

Provide a click-through URL of the page you would like the banner to direct to. (Not needed for third-party tags)

**Maximum File Size**

Hosted creatives can be up to 80k. For rich media creatives, follow industry rich media creative guidelines. Please note that larger creative files will increase the page load time for your site.

**Geo-Targeting**

Geo-targeting is available to either include or exclude certain countries, states, or cities.

**Tracking**

External tracking is available through the use of third-party tags and click-through URL's with a unique tracking code. Internal tracking is available for images with clickTAG's

**\* Only one file type needed for each size**

**Homepage Poker Bonuses**

**Logo**

File Type: Jpg or Png  
Size: 140x75 px

**Small 'Icon' Logo**

File Type: Png or transparent background  
Size: 38x25 px  
Must work on a dark background

**Screenshot**

File Type: Jpg or Png  
Size: 242x170 px

**Square Logo**

File Type: Jpg or Png  
Size: 60x60 px

**eBlast**

**Editorial**

Content must be of interest to our market Edited to our discretion

**Image**

File Type: Jpg or Png  
Maximum Image Size: 560x260 px  
Maximum File Size: 70k  
Image will be scaled down as needed

- Style/shell of blast is Card Player branded