

Electronic Advertising

PeoriaMagazines.com

CIBP readers are the most desirable audience around. More than 95 percent are college-educated and in management or professional positions. The majority earn more than \$75,000 annually. Whether you need to reach business leaders, professional women, arts patrons or upscale consumers, our website is utilized by thousands of members of your target audience in central Illinois and beyond.

Deliver your message to this powerful and focused audience by promoting your business 24 hours a day, seven days a week at **peoriamagazines.com**.

Rotating Top Banner Ad

- Equal rotation throughout all pages of site
- 325px wide x 80px high
- \$300/month

Rotating Sidebar Ad

- Equal rotation throughout all pages of site
- Vertical banner
 - 120px wide x 240px tall
 - \$250/month
- Button
 - 120px wide x 90px tall
 - \$175/month

Magazine Homepage Ad

- Equal rotation on magazine home pages
- Full banner
 - 468px wide x 60px tall
 - \$200/month
- Half banner
 - 234px wide x 60 px tall
 - \$125/month

Magazine Article Ad

- Equal rotation on all magazine article pages
- Vertical banner
 - 120px wide x 240px tall
 - \$150/month
- Button
 - 120px wide x 90px tall
 - \$100/month
- Specific requested pages
 - Will run on the page with no expiration
 - Various sizes available per your needs
 - \$100

Central Illinois Perspective

Central Illinois Perspective is the area's premier weekly e-newsletter, delivered to more than 2,000 people each Wednesday. We send local news and informative articles and have some fun with informal polls and photo galleries on the topics of conversation at networking and cocktail events. Don't be in the dark—get the *Perspective!*

Full Static Banner Ad

- 468px wide x 60 px tall
- \$75/one-time; \$250/monthly

Half Static Banner Ad

- 234px wide x 60px tall
- \$50/one-time; \$175/monthly

Text-only Ad

- Up to 125 words
- \$30/one-time; \$100/monthly

Banner Ads can be accompanied by up to 45 words of text to use as alternate text in cases where images cannot be displayed.

Customized Packages

Don't see exactly what you're looking for? Call **683-3060**, and we will customize an advertising package for your specific needs. Our in-house graphics department can create the ads for you as well.

Ad Guidelines

Electronic ads should be submitted as 72 dpi JPG or GIF files no later than five business days prior to the starting date. Advertisers can submit ads on CD or email files to

advertising@peoriamagazines.com.