

Tree Frog News Ad Specifications

The Tree Frog News features an advertisement in the top right hand corner of the news listings page. These placements are hyperlinked to a URL on the advertiser's website for additional information.

Format: Ads can be submitted in .jpg, .pdf or vector formats, and designed to fit our onscreen space that is 280 pixels wide and 500 pixels tall. Bleed is not required.

Sample ads can be found here:

<https://treefrogcreative.smugmug.com/Tree-Frog-News-Ads/>

Placement: The screen capture to the right shows how your ad will be placed within the news page of our website.

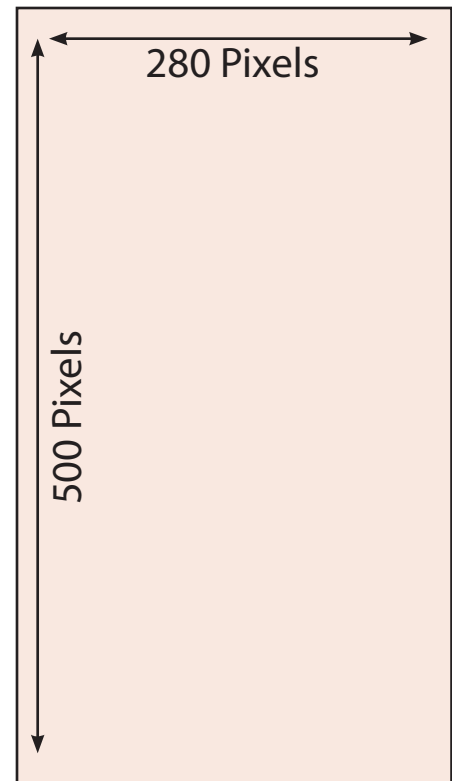
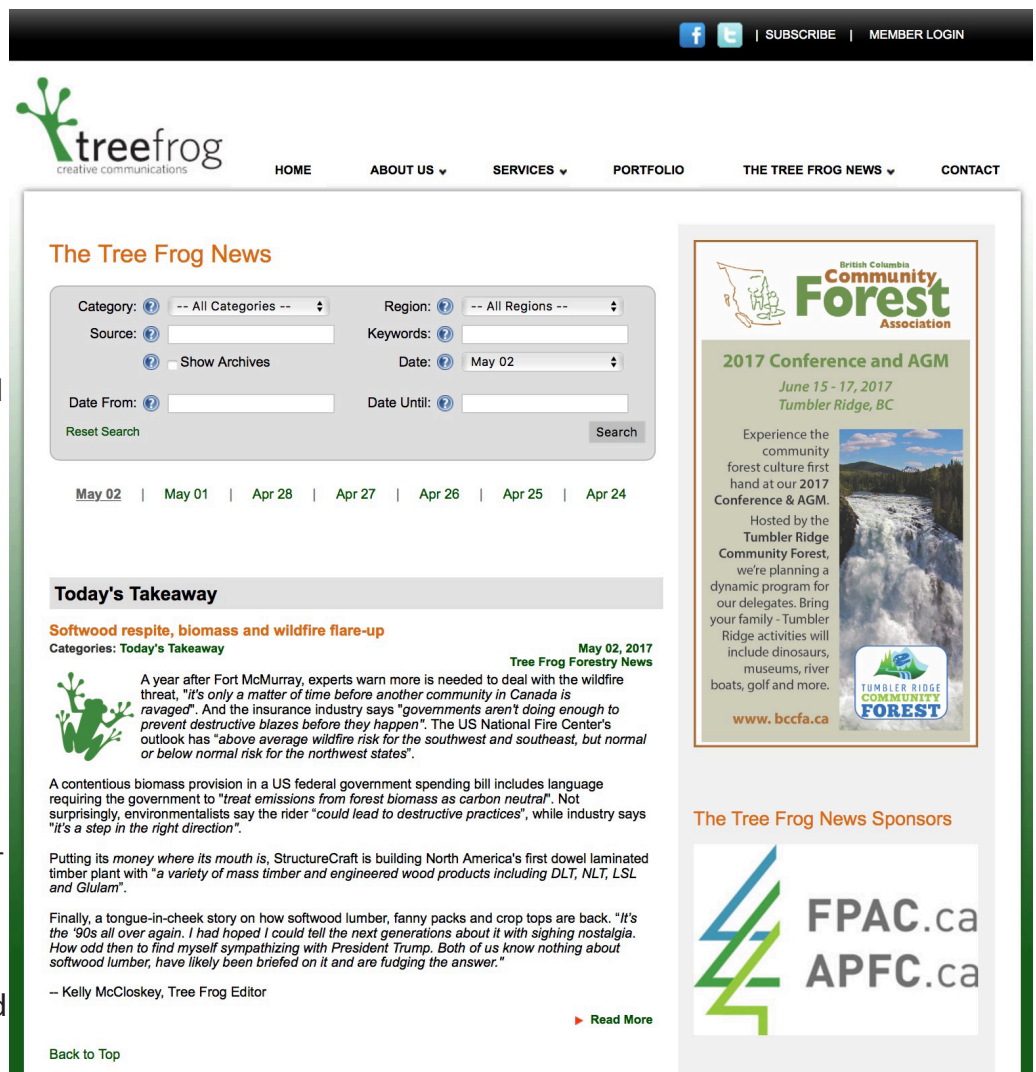
Graphic Design: Wood N Frog Communications will provide graphic design services at no additional cost to those clients who require assistance. To produce ads, we ask for logos, graphics, text and the URL to which the ad will be linked.

Pricing Packages:

Ad pricing is as follows:

- 1 day placement: \$250
- 2 day placement: \$400
- 3 day placement: \$450
- 5 day placement: \$500

Bookings: Placements can be consecutive or spread over a longer timeframe - however best serves the interest of the client. Bookings are set on a first-come-first-booked basis.

The screenshot shows the Tree Frog News website interface. At the top, there is a navigation bar with links: HOME, ABOUT US, SERVICES, PORTFOLIO, THE TREE FROG NEWS, and CONTACT. Below the navigation bar, the main content area features a search bar with fields for Category, Region, Source, Keywords, Date, and Date Until. A sidebar on the right contains a featured article titled "2017 Conference and AGM" for the British Columbia Community Forest Association, scheduled for June 15-17, 2017 in Tumbler Ridge, BC. The article includes a photo of a waterfall and a link to the event. Below the article, there is a section for "Today's Takeaway" with a headline "Softwood respite, biomass and wildfire flare-up" and a sub-headline "A year after Fort McMurray, experts warn more is needed to deal with the wildfire threat." The article text discusses the impact of the wildfire on the softwood lumber industry and the government's response. The sidebar also includes a section for "The Tree Frog News Sponsors" with logos for FPAC.ca and APFC.ca.