

Guernica Mag Pricing

Litbreaker offers 2 options for purchasing online ads on Guernica:

- **Sponsorship Ads:** These ads receive all ad impressions for the chosen position and time period. Available Weekly, Bi-weekly and Monthly. Roadblocks also available.
- **CPM Pricing:** The number of ad impressions is determined by the advertiser's budget. The ads can be run evenly between selected start and end dates, and may include additional targeting like geographical targeting (continent, country, state, dma) or frequency capping (maximum number of ads per person per day).

Weekly Pricing

Position	Duration	Price
728x90 or 300x250	1 week (~35k impressions)	\$300
728x90 or 300x250	2 weeks (~70k impressions)	\$500
728x90 or 300x250	4 weeks (~140k impressions)	\$800
Roadblock (both positions)	1 week (~70k impressions)	\$540
Roadblock (both positions)	2 weeks (~140k impressions)	\$800
Roadblock (both positions)	4 weeks (~280k impressions)	\$1200

CPM Pricing

Budget	CPM rate
0-\$249	\$8.00
\$250-\$499	\$7.00
\$500-\$999	\$6.00
\$1000+	\$5.50

Guernica ads are also available as part of the following Litbreaker Run of Category Packages:

RoC Literary

RoC NonFiction

Ad specs: Litbreaker accepts ads in the following file types: jpg, png, gif, html, swf, and third party tags. 100k max file size. If using flash, please include a jpg or gif backup file for browsers without flash.

For additional information or to order please contact Jason Chambers at jason@litbreaker.com.