

Since 1999, **ArcaMax.com** has grown to become one of the premier content sites on the internet.

As you visit our site, you'll come across hundreds of well-branded, nationally-known syndicated features that run the gamut from popular comic strips (including **Garfield**, **Peanuts** and **Dilbert**), to popular social and political columnists, to financial, home and lifestyle features and videos.

So... our quality content **PLUS** an attractive, modern website design and layout provide a better user experience for our readers, as well as superior results for our advertisers.

ArcaMax desktop and tablet-viewed website pages contain only **TWO** Display Ad Slots, and both are 'above-the-fold' (see details below); this improves viewability for your ad and helps fight against the 'ad blindness' suffered on so many other websites. ArcaMax Mobile (Smartphone) pages have differing ad slots, depending upon content type (see details below).

We also have **Native Advertising** available, if you wish to take advantage of this exciting "new" type of advertising placement.

Your ArcaMax.com display campaign may be targeted to **DESKTOP**, **TABLET** and/or **MOBILE** users.

Per Google Analytics*, here are our approximate daily pageview counts:

--190,000 **Desktop**

--80,000 **Mobile**

--60,000 **Tablet**

*Figures for February, 2017.

Want to know a little more about our audience?

You can find a good overview of our user demographic profile in our **Quantcast** Analysis:

<https://www.quantcast.com/arcamax.com>

Now, please read on carefully for the complete picture on our new placement options!

(Note: options and rates are effective January 1, 2017 and supersede our previous media kit info).

A: Editorial Display

B: Editorial Native

C: Comics Display & Native

D: Mobile

E: Rates & Specs

B: Editorial Native-Desktop and Tablet (Screenshots below reduced in size)

Native 1, 2 & 3 appear in top-to-bottom order on home page and channel index pages.

Native 4 is on article pages, immediately below text.

NATIVE 1:

The screenshot shows the ArcaMax desktop homepage. The top navigation bar includes links for Business, Entertainment, Health & Spirit, Home & Leisure, Knowledge, Politics, and Sports. A large featured article on the left is titled "Supreme Court set to decide politically charged cases in 2016". To the right of this is a weather widget for Newport News, VA, showing a temperature of 71°F and a forecast of 73°/59°. Below the weather widget is a "SOCIAL CONNECTIONS" section with links to Facebook, Twitter, and Google+. Further down is a "POPULAR STORES" section with images of various products. At the bottom, there are several "FEATURED STORIES" with small images and headlines, including "Worker salaries are poised to climb in 2016", "Job Bush mocks Donald Trump, challenges him to one-on-one debate", "A growing holiday pastime: Returning those unwanted gifts", "In Myanmar, a young Rohingya dreams of leaving despite failed boat journey", "Q&A: Filmmaker and grand marshal Ken Burns sees Rose Parade from a good angle", "Advance Your Weight Loss Goals the Simple and Delicious Way", and "Is coming to work still really a good idea?".

NATIVE 2 & 3:

This screenshot shows the ArcaMax desktop homepage with several articles highlighted by yellow boxes. The top navigation bar is the same as in the previous screenshot. The first highlighted article is "Dozens killed in twin suicide bombings in northeastern Nigeria". The second highlighted article is "Yelp Gains Valuable Insights Into Big Data with AWS". The third highlighted article is "What's next on gun control: Obama and the loophole". The fourth highlighted article is "New Facebook service ignites battle over net neutrality in India". The fifth highlighted article is "Denver charity gives free marijuana to the homeless for Christmas". The sixth highlighted article is "Boy, 9, opens PS4 from Santa, finds wooden replica with genital drawing". The seventh highlighted article is "California highway sign reprogrammed with pro-Donald Trump message". The eighth highlighted article is "Movie review: 'Point Break' hits target on action scenes". The ninth highlighted article is "Cycle Computing Taps Computing Power for HPC on AWS Cloud". The tenth highlighted article is "Movie review: Michael Moore loses his way in the optimistic 'Where to Invade Next'".

NATIVE 4:

This screenshot shows the ArcaMax desktop homepage with a single article highlighted by a yellow box. The top navigation bar is the same as in the previous screenshots. The highlighted article is "A Brita Pitcher Can NOT Filter This..".

C: Comics Display & Native

DESKTOP & TABLET AD SLOT LOCATIONS

This screenshot shows the ArcaMax desktop homepage with a large advertisement slot for Pradaxa. The advertisement is titled "Discover the difference." and includes a link to "Learn more". The advertisement also features a small image of a goldfish and a quote from a doctor: "For people taking PRADAXA for atrial fibrillation, Do not stop taking PRADAXA without talking to the doctor who prescribes it for you. Stopping PRADAXA increases your risk of stroke." The advertisement is signed "Optimized by Kormos".

This screenshot shows the ArcaMax desktop homepage with a large advertisement slot for Garfield. The advertisement is titled "Garfield by Jim Davis" and includes a link to "Subscribe". The advertisement also features a small image of Garfield and a quote from Jim Davis: "I HOPE THEIR CROPS FAIL". The advertisement is signed "LEGAL".

This screenshot shows the ArcaMax desktop homepage with a large advertisement slot for Jeep. The advertisement is titled "2016 Jeep Renegade" and includes a link to "Build & Price". The advertisement also features a small image of a Jeep Renegade and a quote from Jeep: "Available Best-in-Class 4x4 Capability". The advertisement is signed "LEGAL".



Leaderboard



Skyscraper



Comics Native

ArcaMax
PETS / HOME & LEISURE
Fat bulldog trying to get on chair
Rotund bulldog struggles to climb into folding chair
SHOCKING! End of Ellen Show?
Dogs love Wags
MORE CATS & DOGS NEWS
Doggie daycare's pampered pooch pool party is pure summer joy
Beatrix the trapped beaver now awaiting new home and love interest
Missing North Carolina dog found smuggling toddler
Talking dogs: Tips on training dogs to come when called
Dog day care: How to find the best fit for your pup
Lusitano horse breeder's mission: Educate public on all things equine

Mid-Story

Post-Story

COMMENTS
Comments Community Login
Recommend Sort by Newest
Start the discussion...
Be the first to comment.
DISQUS
Subscribe
Add Disqus to your site
Privacy
Best Dog Food Brands
Your Dog Deserves The Very Best.
View 2015 Top 3 Dog Food Brands!

Post-Comments

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EXPLORE
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For Heaven's Sake
Free Range
COMICS A-Z
#A - G
H - O
P - Z
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2) Find Everything They're Hiding
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Comics 1

Comics 2

E: Rates & Specs

EDITORIAL-ONLY DISPLAY RATES-2017 (Desktop and/or Tablet)

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Leaderboard (728x90)	\$3.00 CPM (116,000 impressions)	\$2.50 CPM (400,000 impressions)	\$1.75 CPM (2,285,000 impressions)
Rectangle (300x250)	\$4.00 CPM (87,500 impressions)	\$3.50 CPM (285,000 impressions)	\$2.75 CPM (1,454,000 impressions)

COMICS-ONLY DISPLAY RATES-2017 (Desktop and/or Tablet)

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Leaderboard (728x90)	\$2.00 CPM (175,000 impressions)	\$1.75 CPM (571,000 impressions)	\$1.00 CPM (4,000,000 impressions)
Skyscraper (160x600)	\$3.00 CPM (116,000 impressions)	\$2.75 CPM (363,000 impressions)	\$2.00 CPM (2,000,000 impressions)

RUN-OF-SITE DISPLAY RATES-2017 (Desktop and/or Tablet)

'Best Value' proposition—a combination of quality and quantity—

ads will serve in a combination of Editorial traffic (approx. 1/3) and Comics traffic (approx. 2/3).

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Leaderboard (728x90)	\$2.50 CPM (140,000 impressions)	\$2.00 CPM (500,000 impressions)	\$1.25 CPM (3,200,000 impressions)
Skyscraper (160x600)	\$3.50 CPM (100,000 impressions)	\$3.00 CPM (333,000 impressions)	\$2.25 CPM (1,777,000 impressions)

MOBILE RATES-2017 (Smartphone Only, 300x250 or 320x50)

AD UNIT	\$350 one-time commitment	\$1,000 one-time commitment	\$4,000 one-time commitment
Mid-Story	\$3.50 CPM (100,000 impressions)	\$3.00 CPM (333,000 impressions)	\$2.25 CPM (1,777,000 impressions)
Post-Story	\$3.00 CPM (116,000 impressions)	\$2.50 CPM (400,000 impressions)	\$1.75 CPM (2,285,000 impressions)
Post-Comments	\$2.50 CPM (140,000 impressions)	\$2.00 CPM (500,000 impressions)	\$1.25 CPM (3,200,000 impressions)
Comics-1	\$2.50 CPM (140,000 impressions)	\$2.25 CPM (444,000 impressions)	\$1.75 CPM (2,285,000 impressions)
Comics-2	\$2.25 CPM (155,000 impressions)	\$2.00 CPM (500,000 impressions)	\$1.25 CPM (3,200,000 impressions)

NATIVE AD RATES-2017 (Desktop and/or Tablet)

AD UNIT	Approximate Daily Impressions	100% Traffic/ One Calendar Month
Native 1	55,000	\$1,250.00
Native 2	54,000	\$1,000.00
Native 3	53,000	\$ 750.00
Native 4	128,000	\$2,000.00
Comics Native	368,000	\$3,000.00

Notes and Policies:

Complete T & C will be included on your Insertion Order. Here are some highlights:

--Eff. January, 2017, all images and links MUST be secure.

--Buys may be divided between multiple units within a dollar commitment level.

--Advertisers will receive a login into our Reporting System to track impressions and clicks on banners.

--Image Click-through Banners, as well as 3rd-party tags are accepted (clicks will not be tracked for 3rd-party tags).

--All rates quoted are based on ArcaMax tracking. 3rd-party tracking rates will be negotiated on a case-by-case basis.

Next Steps?

Please get in touch to discuss YOUR campaign! Charles Strauss, Online Ad. Mgr.

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