Pilot program. EyeNet is offering three new digital ads—interstitial, sneaker, and mobile scrolling—on its website as part of a pilot program. Catch Academy members’ attention: book one of these novel ad types today!

- **Interstitial ads** display on landing page and article pages, 1x daily/user. Two second delay before ad appears. 10 seconds elapse before the ad closes automatically. Ad appears on desktop and mobile.
- **Sneaker ads** display on landing page and article pages 1x/daily/user. Ad appears on desktop only.
- **Mobile Scrolling ads** display within web articles that are one full page or more (excluding Blink, Journal Highlights, News in Review, Letters). Ad appears on mobile only.

**PRODUCTION SPECS**

Dimensions:
- Interstitial: 300x250
- Sneaker: 468x60
- Mobile Scrolling: 300x600

Resolution: 72 dpi

**File Format:** PNG or JPEG, 150 KB max. Banner art must be clear and text within the banner must be legible; minimal text is recommended. Any ads featuring a white background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content. All external files must be referenced using the full URL rather than a relative URL.

**RATES**

- Interstitial: $7,500 per month
- Sneaker: $6,750 per month
- Mobile Scrolling: $4,500 per month

**DEADLINES**

- Ad Close: 2 weeks before the issue month
- Materials Close: 5 business days before the issue month

*All rates are net.

**RESERVE YOUR SPACE**

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