



# BANDWIDTH

## Ad Specifications

NTCA *Bandwidth* is a complimentary email newsletter delivered to the inboxes of NTCA members every Friday, bringing the latest updates on regulatory and advocacy news, social buzz, and stories about members and industry movers and shakers.

► **Circulation:** 4000

► **Frequency:** weekly, every Friday

► **Average open rate:** 40%

## SPECS AND ACCEPTABLE FORMATS

LEAD BANNER  
550 x 150



Students tour the U.S. Capitol as part of the Foundation for Rural Service's **Youth Tour**. More than 100 high school students and chaperones arrived in Washington, D.C., this week to participate in the

### BANNER ADS

**\$1,500/issue**

#### Lead Banner

550 x 150 pixels (no animation and 50 KB maximum)

**\$2,000/issue**

#### Banner Takeover

Choice of one banner repeated in top and bottom positions or two separate banners (no animation and 50 KB maximum)

### NEWSLETTER TAKEOVER

**\$3,000/issue**

Includes:

- Lead banner
- Sponsored content
- Bottom banner

### CUSTOM, VALUE-PRICED AD DESIGN VIA NTCA

Do you need assistance with advertising design? NTCA offers design services for *Bandwidth* advertisers.

You can get a custom lead banner ad (550 x 150 pixels) that includes:

- Your company logo
- A custom message (120 characters maximum)
- Four ad variants to choose from: red, green, purple or blue

**\$1,000/banner**

#### Custom Lead Banner

**Logo:** JPG and PNG file formats accepted (1 MB max)

**Message:** 120 characters with spaces maximum

Add your logo and a custom message (120 characters with spaces maximum).

## SPONSORED CONTENT

**\$2,000/issue**

**Image:** 200 x 200 pixels (no animation and 50 KB maximum)

**Headline:** 50 characters with spaces maximum

**Message:** 260 characters with spaces maximum

*Submitted content may be slightly edited according to NTCA style.*

## ACCEPTED FORMATS

- ▶ JPG, static GIF and PNG formats.
- ▶ Recommended resolution of 72 dpi.
- ▶ Maximum file size of 50 KB.

## COLOR

All banner ads need to be RGB. CMYK or grayscale images will not be accepted.

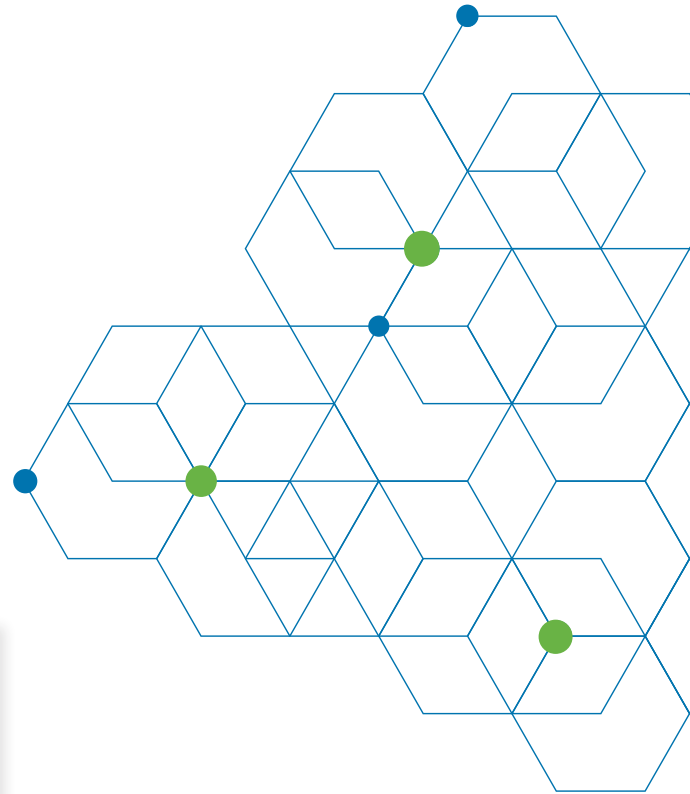
## DEADLINES

- ▶ **Ad Reservations:** Due two weeks before publication date.
- ▶ **Ad Materials:** Due three business days before publication date.

## AD SUBMISSION

Submit materials clearly marked with company name, contact name, choice of click-through URL, *Bandwidth* issue date, ad placement (if submitting a lead banner ad) and accompanying text (if submitting sponsored content). All images must include the name of the advertiser in the actual file name (e.g., XYZCo-Ad.JPG).

For all formats, send one URL (UTM codes are highly recommended.)



SPONSORED CONTENT

IMAGE  
200 x 200

Your Headline

Your exclusive sponsored content message goes here.

YOUR LINK

ADVERTISEMENT

BOTTOM BANNER  
550 x 150

# FOR MORE INFORMATION

Contact Michele Coleman at [mcoleman@ntca.org](mailto:mcoleman@ntca.org)



[www.ntca.org/adspecs](http://www.ntca.org/adspecs)