

UUWorld

Online (Banner) Ad Specifications and Rates (2023 UUA Presidential Election)

Policy

Each nominated candidate in the 2023 UUA Presidential Election may buy one online ad to run during the campaign season at 5,000 impressions (page views) per month. The impressions for months not selected cannot be transferred to a different month.

There is no deadline for online ads, but the order and creative files must be received at least 5 business days prior to the specified start date.

Online banner ads are graphic web ads, which you design, that will click through to your website. Our banners are displayed in two sizes depending on the site visitor's device. On standard computer screens an extra wide banner displays at the top and bottom of each uuworld.org page on the site. A large, square ad displays on small screens (phones and smaller tablets). Your ad will run in rotation with other advertisers' ads, changing as visitors refresh or navigate from page to page.

Pricing Plans

- **Bundled:** \$18 CPM* (\$90 per month for 5,000 impressions) when you also place a *UU World* campaign print ad.
- **Online-only:** \$36 CPM* (\$180 per month for 5,000 impressions) when you place only an online banner ad.

*CPM stands for "cost per mille" or "cost per thousand." Total cost will be the CPM price, multiplied by the total number of impressions (page views), divided by 1,000.

Please note:

- Advance payment is required upon submission of your order.
- Pending petition candidates may postpone payment but must still reserve their ad space with [this order form](#) and submit their creative files promptly.
- Ad creatives must be uploaded with your order or submitted by email no later than 5 business days prior to the specified start date.
- Contact us for questions at advertising@uua.org or (617) 948-6416.

Access the [Candidates' Online Advertising Order Form](#)

Technical specifications

- Advertiser must supply **two** image files; one at each of the following dimensions (*measured in pixels; must be exact*):
 - 1280 x 320
 - 640 x 640
- Format: GIF, JPEG.
- Maximum File size: 150 KB.
- If animated (GIF): Maximum of 3 cycles, maximum time 30 seconds.