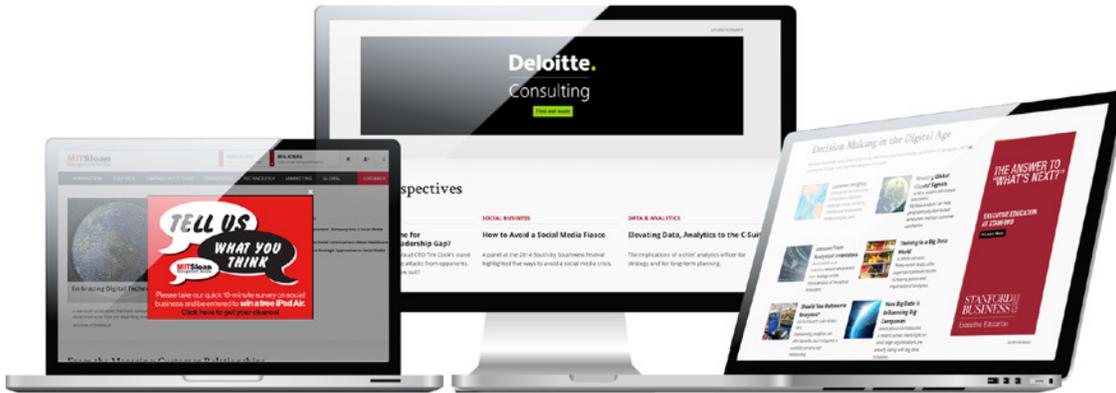


Digital Rates & Specifications



TAKEOVER

Make an impact on sloanreview.mit.edu homepage or other high-traffic pages with a roadblock. Utilizing all existing ad units on the page, it ensures that users see your brand at every turn.

INTERSTITIAL 640 x 480

Served to users upon site entry, the Welcome Screen guarantees that your brand message won't be missed. Delivered once per day to each unique.

BILLBOARD 970 x 250

Placed front and center, the billboard is designed to attract users' attention immediately. Its large size allows plenty of room for videos, slideshows, or other interactive elements.

WEBSITE AD UNITS
(NET RATES)

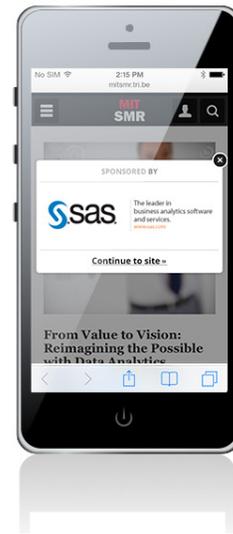
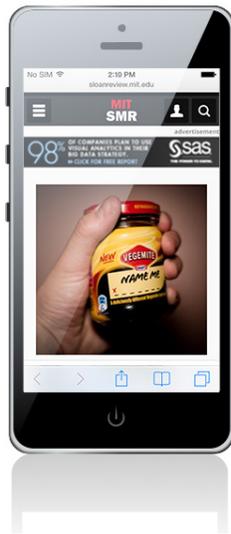
POSITION	SIZE	CPM
ROS	300 x 250	\$45
	300 x 600	\$35
	970 x 250	\$30
Targeted Channel (Targeted to Home Page and by Channel Topic)	300 x 250	\$48
	300 x 600	\$38
	970 x 250	\$33
Interstitial (Welcome Ad)	640 x 480	\$54
Panel Sponsorship (see Content Sponsorship for more details)	300 x 250	\$3,000 flat fee/month
	300 x 600	
Partner Offer	300 x 150	\$18
Channel Takeover	—	Email for prices
Podcast	10 to 15 second	\$1,000 flat fee/month

* MORE INFO

Channel Topic includes: Innovation, Strategy, Leading Your Team, Operations, Technology, Marketing and Global.

Insertion orders, materials, and click URLs are due at least 5 business days prior to campaign launch dates. Please submit to jinette@mit.edu.

MONTHLY (TUESDAYS)	FORECASTED DISTRIBUTION	SIZE	FLAT FEE
General	72,000	120 x 240, 468 x 60, text	\$600
Sustainability	32,000	120 x 240, 468 x 60, text	\$300
Data & Analytics	27,000	120 x 240, 468 x 60, text	\$300
Social Business	30,000	120 x 240, 468 x 60, text	\$300



AD TYPE	SIZE	FLAT FEE
Small Banner	320 x 50	\$3,000 flat fee/month (3 month minimum required)
Medium Rectangle	300 x 250	
Interstitial (Welcome Ad)	Custom	

MIT SMR readers enjoy the best ideas in business at MIT SMR Mobile, a customized, Web-based version of our site designed for Web-enabled phones and mobile devices. MIT SMR offers advertisers the ability to sponsor its mobile site.

Just go to sloanreview.mit.edu from your device and you will be automatically redirected to the mobile website.



AD TYPE	SIZE	FLAT FEE
Interstitial (Welcome Ad)	HTML5 or PDF	\$500 flat fee/month (3 month minimum required)
Small Banner	320 × 50	
Medium Banner	728 × 90	
Larger Banner	960 × 90	
Sponsors Launch Banner	1536 × 2048 640 × 960 (nonclickable)	

MIT SMR app can be downloaded for iPad®, iPhone®, Android™, or Windows® 8, for instant access to MIT SMR's leading-edge ideas in digital form.

This opportunity offers your brand a chance to own the most powerful ad space across MIT SMR mobile apps. A bold and colorful full-page interstitial campaign will help you create a connection with business executives and drive engagement with your message.

CREATIVE CONTACT

When submitting materials for campaigns or asking questions related to MIT SMR digital trafficking, please send your correspondence to jinette@mit.edu to ensure the swiftest response.

LEAD TIME

Unless otherwise specified, creative materials are requested to be received at least 5 business days prior to the launch of the campaign. While we realize this is not always possible, please note that if creative is delayed, we have less time to adequately QA your creatives, and as all ads submitted are put into a queue for production, we cannot guarantee the start date for late creative. We reserve the right to extend the campaign end date by same number of days creative was delayed. All creative is subject to approval by publisher, who reserves the right to reject any creative that does not follow our published specifications.

THIRD-PARTY PERFORMANCE REPORTING AND BILLING

For any campaign or ad unit for which performance and subsequent invoicing are dependent upon third-party data, it is required that a working reporting login be provided to enable us to access third-party performance throughout the campaign. The third-party login should be made available prior to, or by the day of, the campaign launch. Failure to provide a working login can result in the campaign being delayed or paused until one is received.

A downloadable Excel version of specs is available by clicking [here](#).