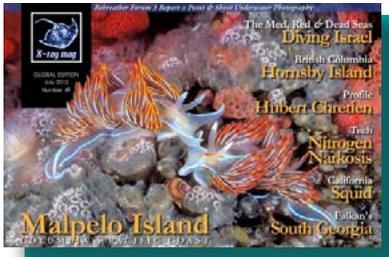


# Half page package - what is included?

## 1. Magazine advertisements

The magazine is our periodical. It is published 7 times a year. (Four spring issues, three in the fall)  
The file format for magazine adverts is pdf

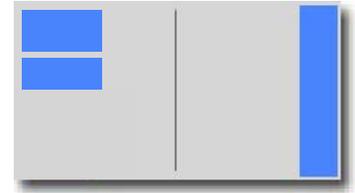


A choice of the following formats are currently offered;



203 x 128 mm (horizontal)  
100 x 260 mm (vertical)

Alternative usage includes:



One ½ page may be split in two quarter pages any way or..

## 2. Website advertisements

The website is our daily media for current news

A choice of the following banner ad sizes are currently offered; (File formats are jpg, gif or Flash)

- **300 x 250** 'Medium Rectangle' **on front page**
- **300 x 250** 'Medium Rectangle' **or**
- **450 x 259** Video plug (YouTube and Vimeo) **on section pages**
- **160 x 600** 'Skyscraper' **in articles**

(W X H, PIXELS):

Options include:

- Mixing of sizes to create more variety. The banner ad software will pick one at random
- Geotargetting - see right hand page

## 3. Press releases

Press releases are reposted on xray-mag.com

## 4. Newsletters & 'e-blasts'

Get a logo/banner advert or a mention included in our monthly newsletter which is distributed to our entire subscription database.

## Editorial mentions

Call us!



Sample placements of banner ads  
(Actual placement will vary)

- ◀ Front page
- ▶ Section page
- ▼ Article

## Audio & Internet radio

X-Ray Mag also runs X-Raydio on BlogTalkRadio which we use for interviews and production of audio files we link to magazine and website. Inquire about the options.

**Social Media:** News and mentions on our websites will also broadcast on our social media channels. Currently these are Facebook, Twitter and Pinterest.

This is how it is usually done: On **Facebook:** We repost / 'share' your posts onto our own page. On **Twitter** we can either make our own post or retweet (RT) yours.

# What we need you to supply:

- Magazine ad copy in pdf-format. Dimensions: 203 x 128mm (horizontal) or 100 x 260mm (vertical) (Graphic design is not included but available on request.)
- Banner adverts for the website. Formats: jpg, gif or flash. Sizes: **300 x 250** and **160 x 600** (pixels, w x h)
- Press Releases
- Updates and editorial copy for any editorial mention
- Logos

## Video clips in the magazine

- demonstration of concept



This is a screen shot of page 5 in X-Ray Mag #27. In the upper left corner there is a video linked.

The article can also be viewed [here](http://www.xray-mag.com/pdfs/articles/solarpowered_seaslug_27.pdf) (HTTP://WWW.XRAY-MAG.COM/PDFS/ARTICLES/SOLARPOWERED\_SEASLUG\_27.PDF)



The video itself is placed on a website - ours or yours - and not embedded directly in the magazine, unless it is a very short snippet. This is done to prevent the file size of the magazine from bloating

The post on the website can be viewed [here](http://www.xray-mag.com/content/solar-powered-sea-slug) (HTTP://WWW.XRAY-MAG.COM/CONTENT/SOLAR-POWERED-SEA-SLUG)

## Video clips on the website

Most common video formats can be hosted on or site provided we are supplied with a suitable embed code from i..e YouTube or Vimeo. Hosting or conversions of video files is not included but is offered through one of our long-time associates. Inquire about the options.

## Geo-targeting is included. But what is it?

In short, geo-targeting is a feature that enables our website to display different versions of your banner ads to different segments of the audience. For example a version worded in German can be displayed for visitors from Germany or two different version in English can be displayed in the UK and the US respectively.

Red more [here](http://www.xray-mag.com/content/geo-targeting-included-what-it)

[HTTP://WWW.XRAY-MAG.COM/CONTENT/GEO-TARGETING-INCLUDED-WHAT-IT](http://www.xray-mag.com/content/geo-targeting-included-what-it)

