An Eighths of a 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;

48 x 128 mm (vertical)
100 x 62 mm (horizonta)

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)

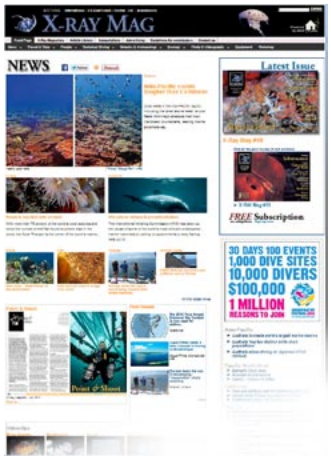
- **120 x 90** 'Button 1' **in articles**

(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
- Upgrades to larger banner ads such as video plug-ins at a nominal extra charge

On the screenshots on the right some sample placements of banner ads are shown. Note that actual placement may vary.



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. (Upgrade may be required)

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 we do it 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: 100 x 62 mm (horizontal) or 48 x 128 mm (vertical) (Graphic design *is not included* but available on request.)
- Banner adverts for the website. Formats: jpg, gif or flash. Size: **120 x 90** (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)

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)

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 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