

## Display Ads

Display ads are images that are visible at defined locations on the website. Display ads can be linked so that clicking on the image takes the user to the advertiser's website.

### Location options

- Leader – Top of any magazine page, below top article. Limit of one per magazine page.
- Footer – Bottom of any magazine page (or home page), above ScripType contact information. Limit of one per magazine page.
- Shop Local Section – Right side of any magazine page (or home page), below coming events. Appear in changing random order. Section is limited to local businesses.
- Article Pages – Right side of all article pages. An article page is a page that includes the article and links to related articles. Limit of 5 at a time. Appear in changing random order.

## Articles

Paid articles are written by us about your business or are written by advertiser (the expert). Paid articles appear with unpaid articles and include a "Sponsored" tag. Clicking on the article takes the user to the article's post page. A link can be included in the article that takes the user to the advertiser's website.

### Types of Articles

- Expert Article
- Featured Business Profile

### Location

With magazine articles. Left side of magazine page, below main article, with unpaid (and other paid) articles. Should include thumbnail image.

## Galleries

Galleries are picture ads. They include up to 10 pictures with captions. Directly below the pictures is "Sponsored by name". This can include a link to the sponsors' website.

### Location options

Galleries can be located on any magazine page and are below the main article and above the other articles. They can be two columns (on left of page) or one column (on right of page).