

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.
- Shop Local "Special Section" Page – Right side of any supplement page (Bridal, Home Improvement, etc.), below archive link. Appear in changing random order.
- 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 options

- With magazine articles. Left side of magazine page, below main article, with unpaid (and other paid) articles. Should include thumbnail image.
- Post (Blog) section at top right of page. The title (only) appears on all magazine pages and the home page. Limit of 2 per month.

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).

Facebook Ads

We have a Facebook page for each magazine. Advertisers can have their ads posted on any or all of our Facebook pages. Ad posts are randomly placed along with article posts.

Types of Facebook Posts

- Display ad – Image that resides on Facebook page. Shows up in timeline photos.
- Expert Article or Featured Business Profile – Similar to article post. The post shows the article title, thumbnail image and excerpt. Clicking on the post takes the user to the article's magazine web page.