



DIGITAL

Ads Rate Card & Ad Specs

Rock&Gem

Our Editorial Approach

We believe in the value of an inclusive community, and the importance of life-long learning. Building on that foundation, we offer opportunities to interact with fellow members of the rockhounding community, as well as well-rounded mix of exclusive rockhounding stories, expert geological insight, lapidary instruction presented in an inspiring, informative, and entertaining manner.

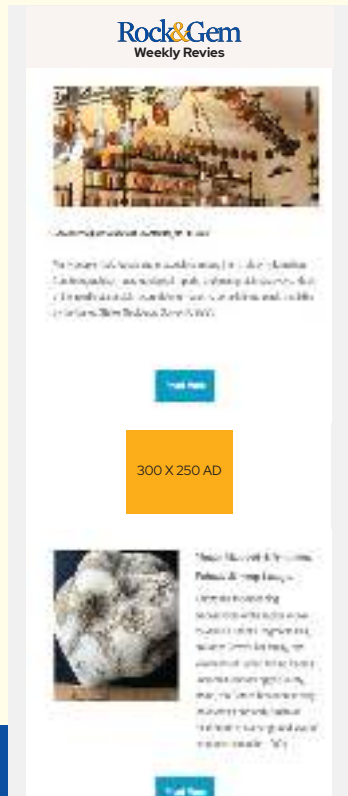
At the end of the day, our goal is to support members of the rockhounding community as they grow, explore, and enjoy their interests to the fullest.



Newsletter Advertising



Option 1
(728X90)



Option 2
(300X250)



Option 3
(600X300)



Option 4
Advertorial
Newsletter (600x300)



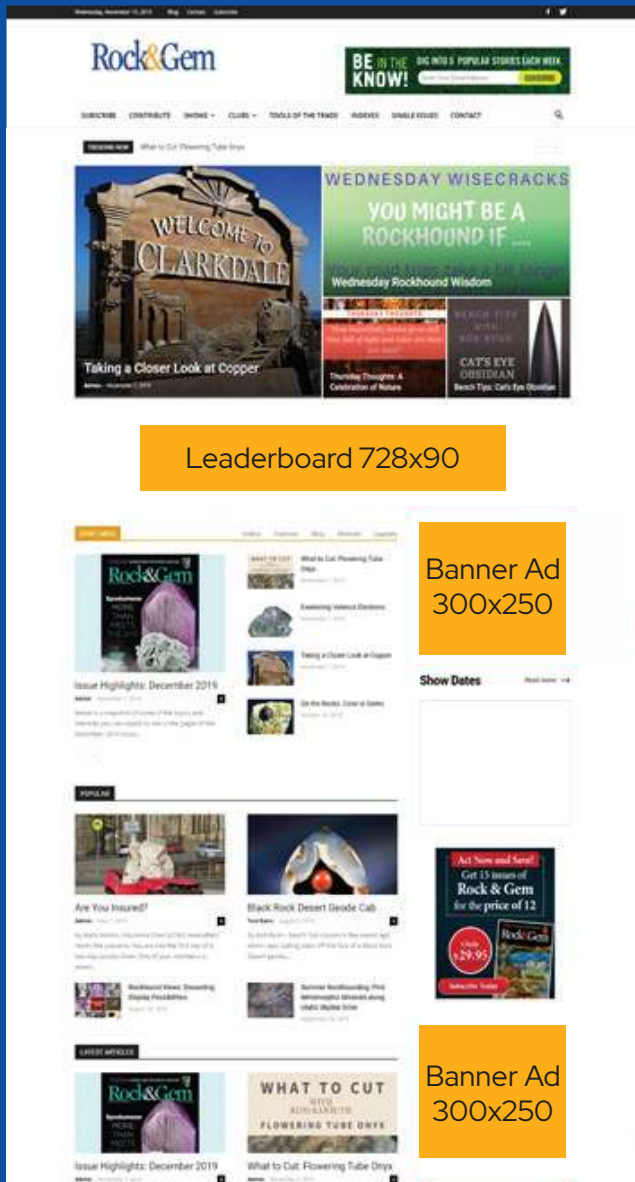
Option 5
Dedicated Email Blast
(600X300)

Prices start as low as **\$75** depending on size, location and frequency.

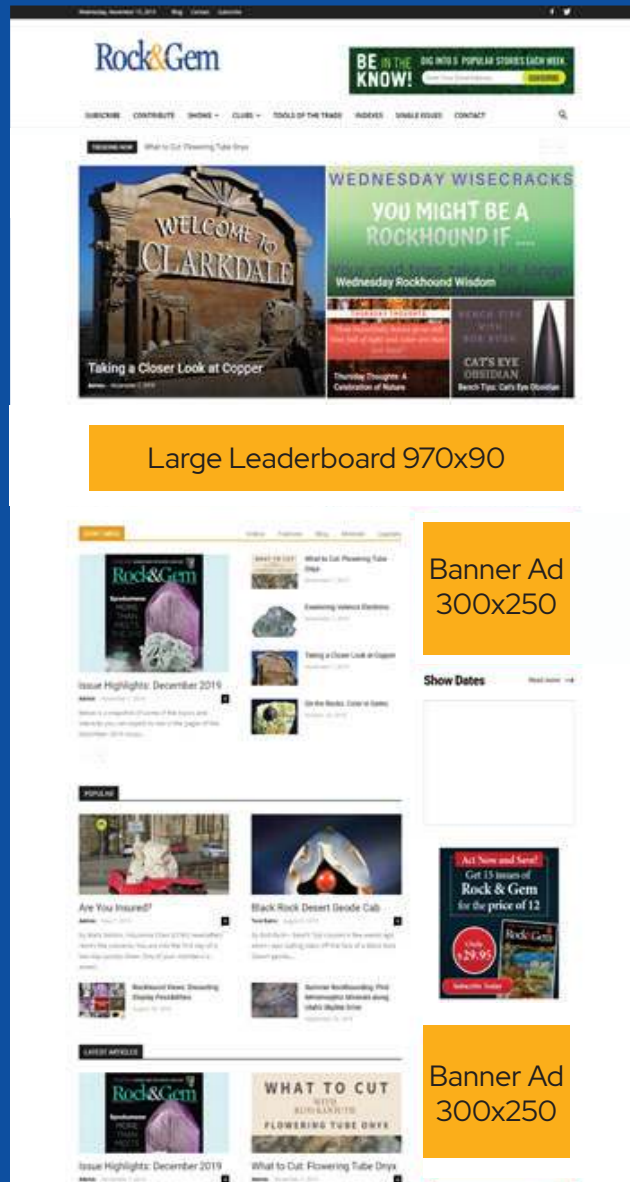
The Rock & Gem Weekly Review e-newsletter is deployed every Thursday to an audience of 7,000 and growing.

Website Advertising

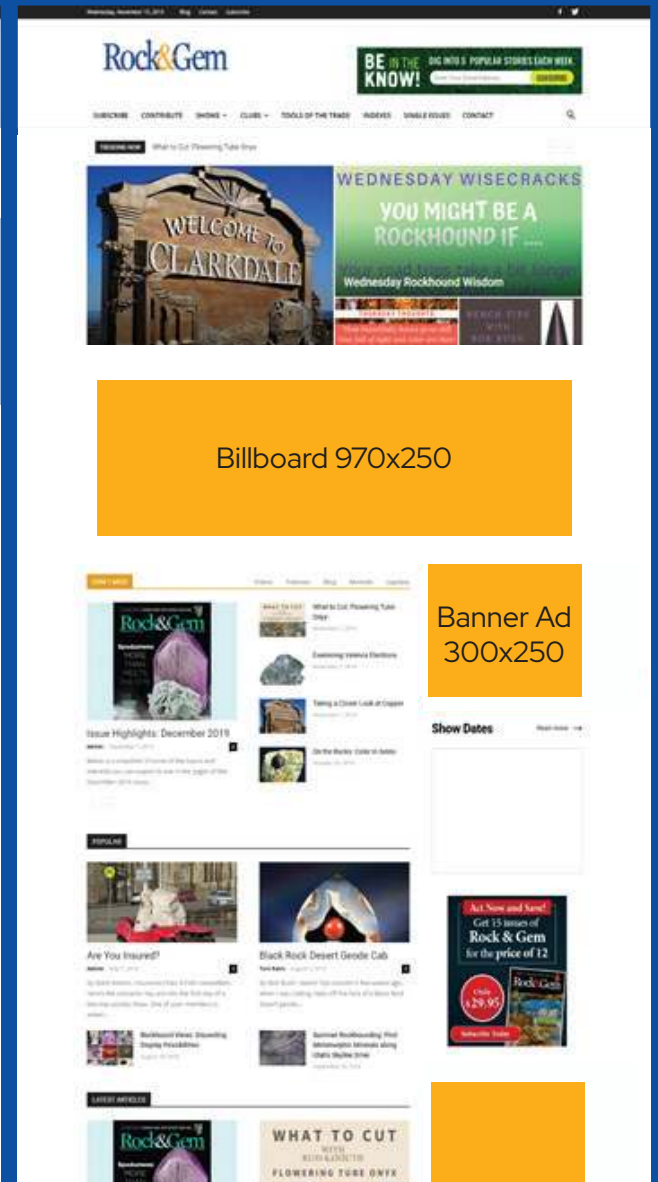




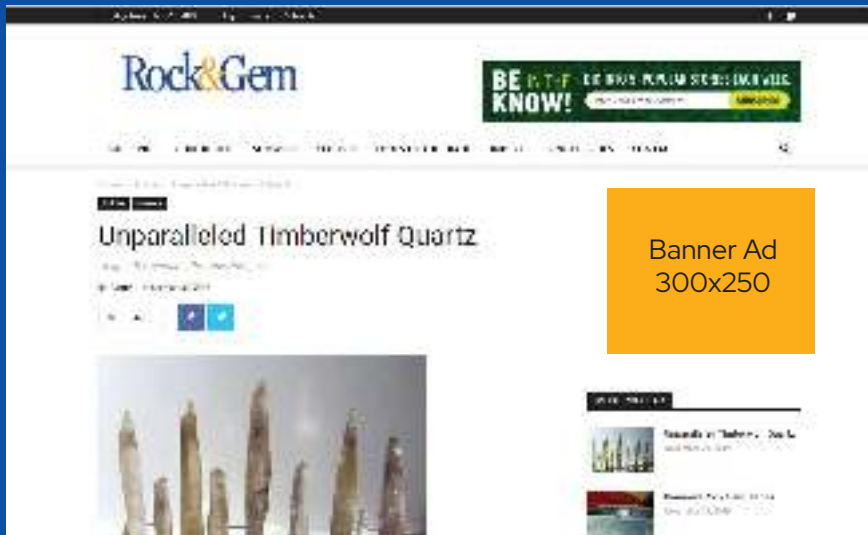
Home Page



Home Page



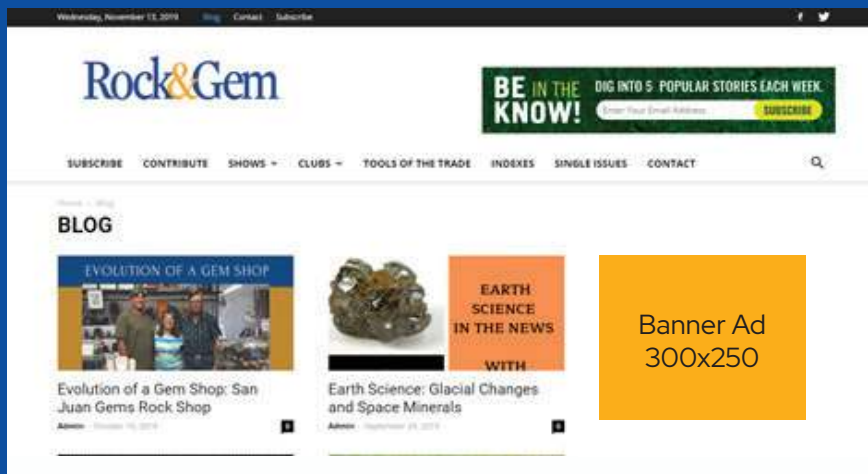
Home Page



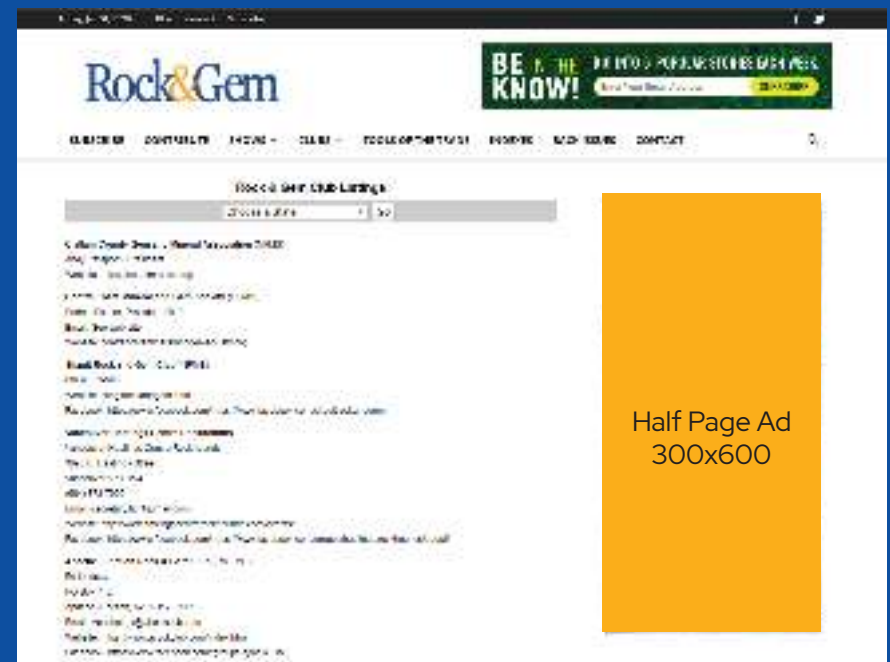
Article Page



Show Dates



Blog Page



Club Listings

Digital Ad Specs

Rates start as low as \$75 and vary by frequency, size, and location to the fullest.



Ad Names	Ad Sizes (Pixels)	Formats Accepted	Max Initial File Sizes	Max Animation Time	Audio	Rich Media Option	Page Location		
Leaderboard	728x90 970x90	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home		
Billboard	970x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home		
Banner Ad	300x250	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes	Home	Blog	Article
Half Page Ad	300x600	JPG, GIF, HTML5, JS tag	150 KB	15-sec	On user click	Yes		Club Listings	Show Dates

*We accept 3rd party click and impression trackers.

*30% extra for DMA targeting.

Social Media Rate Card

Shout outs starting
as low as **\$50** depending
on platform and frequency.

All in 1 social media combo
available as low as **\$125**.



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