

tED MAGAZINE ELECTRONIC AD UNIT SPECIFICATIONS

tEDmag.com
Advertising Options:

A LEADERBOARD*

Dimensions: 728Wx90H

File Formats: GIF/JPEG/PNG;
animation allowed, recommended
length 15 seconds maximum

Maximum File Size: maximum initial
download file weight 80K

* Optional for mobile viewing

(no extra cost - submit with 728x90):

Dimensions: 320Wx90H

File Formats: GIF/JPEG/PNG;
animation allowed, recommended
length 15 seconds maximum

Maximum File Size: maximum
initial download file weight 80K

B CORNERBOARD

Dimensions: 200Wx90H

File Formats: GIF/JPEG/PNG;
animation allowed, recommended
length 15 seconds maximum

Maximum File Size: maximum initial
download file weight 80K

C RIGHT RAIL

Dimensions: 180Wx150H

File Formats: GIF/JPEG/PNG;
animation allowed, recommended
length 15 seconds maximum

Maximum File Size: maximum initial
download file weight 80K

D PRODUCTS

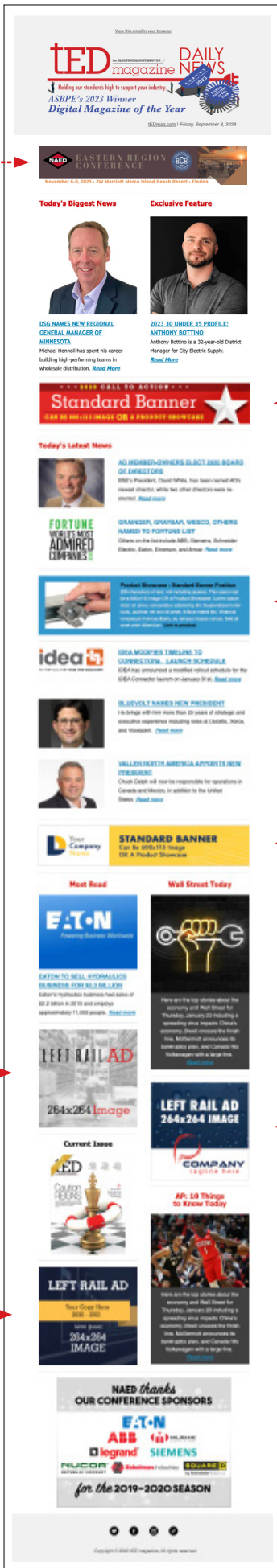
Dimensions: 360Wx240H

Text: 5 word (or less) headline +
maximum 50 character description

File Formats: GIF/JPEG/PNG + copy;
animation allowed, recommended
length 15 seconds maximum

Maximum File Size: maximum initial
download file weight 80K

tED electronic media ad units should
conform to IAB standards.



tED MAGAZINE ELECTRONIC AD UNIT SPECIFICATIONS

**tED Today e-Newsletter
Advertising Options:**

**PUBLISHED EVERY
MONDAY THROUGH FRIDAY**

- A LEADERBOARD**
Dimensions: 600Wx115H
File Formats: GIF/JPEG/PNG; *no animation*
Maximum File Size: maximum initial download file weight 60K
- B STANDARD BANNER**
Dimensions: 600Wx115H
File Formats: GIF/JPEG/PNG; *no animation*
Maximum File Size: maximum initial download file weight 60K
- C PRODUCT SHOWCASE**
Image Dimensions: 400Wx300H
File Formats: GIF/JPEG/PNG + copy; *no animation*
Text: five word (or less) headline, maximum 280 character description (not including spaces)
Maximum File Size: maximum initial download file weight 60K
- D LEFT RAIL**
Dimensions: 400Wx400H
File Formats: GIF/JPEG/PNG; *no animation*
Maximum File Size: maximum initial download file weight 60K

NOTE: Standard Banners and Product Showcases share 3 available spaces, ranked according to booking date.

tED electronic media ad units should conform to IAB standards.

2026 ELECTRONIC RATES

(Effective Jan. 1, 2026 - Dec. 31, 2026)
(prices subject to change)

tEDmag.com (monthly rate)		Animated GIFs Accepted
AD TYPE	SPECS	NET
Leaderboard (4 available)	728Wx90H; GIF/JPEG/PNG; 80k + optional mobile ad: 320Wx90H; GIF/JPEG/PNG; 80k	\$2,325
Cornerboard	200Wx90H; GIF/JPEG/PNG; 80k	1,700
Right Rail (24 available)	180Wx150H; GIF/JPEG/PNG; 80k	1,700
New Product Announcement (3 available)	360Wx240H; GIF/JPEG/PNG + 5 word title, 50 characters w/spaces; 80k	900

* tED magazine will allow digital advertisers one free ad change within a month. Every digital ad change after that will include a \$100 change fee.

tED Today Daily e-Newsletter** (delivered every Tue., Wed., Thur., Fri.)

Animated GIFs not recommended because of conflict with older systems

Leaderboard (1 available)	600Wx115H; GIF/JPEG/PNG; 60k	\$3,700
Standard Banner (3 available)***	600Wx115H; GIF/JPEG/PNG; 60k	3,375
Left Rail (3 available)	400Wx400H; GIF/JPEG/PNG; 60k	2,575
Product Showcase (3 available)***	400Wx300H; GIF/JPEG/PNG; 60k (5 word header; 280 characters; one paragraph)	4,500

* tED magazine will allow digital advertisers one free ad change within a month. Every digital ad change after that will include a \$100 change fee

** Published every Tuesday through Friday (rate is for either Tuesday, Wednesday, Thursday, or Friday on a 30-day cycle)

*** Standard Banner and Product Showcase share three positions within the body of the e-newsletter, ranked according to booking date

Newsletter Analytics ****

tED Today Average Daily Sends	8,917
tED Today Average Monthly Open Rate	48.09%
tED Today Average Monthly Click Rate	31.33%

**** Based on a rolling 12-month cycle

Website Analytics ****

tEDmag.com Average Monthly Page Views	74,050
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**** Based on a rolling 12-month cycle

[Terms and Conditions](#)

All tED electronic media ad units should conform to IAB standards.

Contact your advertising sales representative for more information:

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