

JCKONLINE

JCKonline is the Industry Authority for breaking news and information. Our visual-forward design allows your run-of-site advertising to shine. A share-of-voice pricing model provides the maximum amount of impressions per dollar spent, increasing your message's reach and impact.

JCKONLINE ADS: **2.1M** Avg. Monthly Impressions* **0.46%** (UP 3X YOY) Avg. CTR*

MONTHLY RATES

Ad Units	Est. Range of Impressions*	Est. Share*	Monthly Rate
A - Crown Unit	400,000	80,000	\$7,800
B - Half Page 1 (Sticky)	600,000	120,000	\$5,950
C - Billboard	375,000	75,000	\$3,500
D - Half Page 2 (Sticky)	100,000	20,000	\$2,900

*These are benchmarked averages and are not guaranteed. Web traffic on the site varies over time, and impressions could be lower or higher than the estimated numbers above.

SPECIFICATIONS

AD UNITS		DESKTOP SIZE	MOBILE SIZE	FILE FORMAT
A	Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 200 KB
B	Half Page 1 (Sticky [†])	300 x 600	300 x 250	JPG, PNG, GIF max file size 200 KB
C	Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 200 KB
D	Half Page 2 (Sticky)	300 x 600	300 x 250	JPG, PNG, GIF max file size 200 KB

[†]Not sticky on article pages

SUBMISSION

Creative material must be submitted to fulfillment@jckonline.com no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 5/1 – 5/31/2025)
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)

