



# Advertising Opportunities

---

Web Assets Include:

- P.E.C. Website
- ZORA! Festival Website

# Standard Ad Units & Ad Specs

| Standard Ad Units                | Formats Accepted | Animation, Looping, & FPS             | Audio / Video                                      | Max Duration (per slot) | Value (per slot) |
|----------------------------------|------------------|---------------------------------------|--|-------------------------|------------------|
| 728x90<br>(leader board)         | gif, jpeg, html  | 10s or less,<br>2 loops max,<br>24fps | Default is mute.<br>Audio active on user<br>click. | 12 months               | \$               |
| 300x600<br>(half page banner)    | gif, jpeg, html  | 10s or less,<br>2 loops max,<br>24fps | Default is mute.<br>Audio active on user<br>click. | 12 months               | \$               |
| 336x280<br>(large rectangle)     | gif, jpeg, html  | 10s or less,<br>2 loops max,<br>24fps | Default is mute.<br>Audio active on user<br>click. | 12 months               | \$               |
| 300x250<br>(medium rectangle)    | gif, jpeg, html  | 10s or less,<br>2 loops max,<br>24fps | Default is mute.<br>Audio active on user<br>click. | 12 months               | \$               |
| 320x100<br>(large mobile banner) | gif, jpeg, html  | 10s or less,<br>2 loops max,<br>24fps | Default is mute.<br>Audio active on user<br>click. | 12 months               | \$               |

# Non-Standard Ad Units & Ad Specs

| Custom Ad Units        | Dimensions                 | Acceptable File Formats                          | Tracking  | Max Duration (per slot) | Value (per slot) |
|------------------------|----------------------------|--|---|-------------------------|------------------|
| Logo                   | 1000x1000px,<br>1200x900px | .png (preferred)<br>.jpg<br>.jpeg<br>.eps<br>.ai | 1x1 impression tracker<br>(optional)<br>Click tracker | 12 months               | \$               |
| Custom Banner Ad       | variable                   | .png (preferred)<br>.jpg<br>.jpeg<br>.eps<br>.ai | 1x1 impression tracker<br>(optional)<br>Click tracker | 12 months               | \$               |
| Responsive Hero Banner | 1920x600                   | .png (preferred)<br>.jpg<br>.jpeg<br>.eps<br>.ai | 1x1 impression tracker<br>(optional)<br>Click tracker | 12 months               | \$               |

# Video Ad Units Specs

---

| <b>Video Ad Units</b> | <b>Dimensions</b>       | <b>Acceptable File Formats</b>                                  | <b>Tracking</b>                                    | <b>Max Duration (per slot)</b> | <b>Value (per slot)</b> |
|-----------------------|-------------------------|---|--|--------------------------------|-------------------------|
| Video                 | 16:9 ratio<br>4:3 ratio | H.264 (.mp4 preferred)<br>Link to video file (Vimeo or YouTube) | 1x1 impression tracker (optional)<br>Click tracker | 12 months                      | \$                      |

Available  
Advertising Slots

Website traffic information available upon request

| Website           | Primary Page | Programmatic<br>Event Pages | # of Slots<br>per page | Max<br>Duration<br>(per slot) | Value<br>(per slot) |
|-------------------|--------------|-----------------------------|------------------------|-------------------------------|---------------------|
| ZORA!<br>Festival | Homepage     | Up to 25 pages              | 3                      | 12 months                     | \$                  |
| P.E.C.<br>Website | Homepage     | Up to 25 pages              | 3                      | 12 months                     | \$                  |

Up to 150 slots year round  
Less than \$3 per day

**Total Value (Estimated): Up to \$150,000**