

HARDHAT E-MAIL RATES

MORE THAN **5,000** OPT IN READERS RECEIVE OUR FREE DAILY EMAIL NEWS ALERT.

LEFT OR RIGHT HALF BANNER

234 x 60 pixels

TOP BANNER

468 x 60 pixels

3:1 RECTANGLE

300 x 100 pixels

MEDIUM
RECTANGLE

300 x 250 pixels

BOTTOM BANNER

468 x 60 pixels

TARGETED
ONLINE MARKETING

73% of our HardHat e-mail subscribers read it 4 out of 5 days a week, and they like what they see: 86% forward the daily alert to co-workers or friends. 68% of HardHat readers say they do not subscribe to our print edition, which opens up a whole new audience for your marketing message.

MATERIAL
REQUIREMENTS

- Maximum file size: 40k
- jpg, png or gif, RBG only, 72 dpi, flash or animated ads are ok
- Need design help? Creative Services for web ads are offered at no additional charge.

WEEKLY
RATES

	52wk	26wk	13wk	Open
Left or Right Half Banner (234 x 60 pixels)	\$232	\$275	\$305	\$340
Top Banner (468 x 60 pixels)	\$194	\$229	\$255	\$284
3:1 Rectangle (300 x 100 pixels)	\$102	\$190	\$212	\$236
Medium Rectangle (300 x 250 pixels)	\$130	\$152	\$170	\$189
Bottom Banner (468 x 60 pixels)	\$68	\$81	\$89	\$100

*Weekly rates are per 5-day week.
HardHat is delivered Monday – Friday, except holidays.