## 2021 EDITORIAL CALENDAR - DIGITAL SCHEDULE

#### **JANUARY**

15: Central Coast Health Watch29: Central Coast Health Watch29: Small Business

## **FEBRUARY**

5: Central Coast Health Watch
19: Central Coast Health Watch

### **MARCH**

12: Central Coast Health Watch19: Central Coast Health Watch

#### **APRIL**

2: Central Coast Health Watch
16: Central Coast Health Watch

## MAY

21: Small Business

#### **JUNE**

4: Central Coast Health Watch

18: Central Coast Health Watch

#### JULY

16: Central Coast Health Watch30: Central Coast Health Watch

## **AUGUST**

13: Central Coast Health Watch27: Central Coast Health WatchSEPTEMBER

1: Central Coast Health Watch

15: Central Coast Health Watch

## **OCTOBER**

1: Central Coast Health Watch
15: Central Coast Health Watch

## **NOVEMBER**

**26:** Small Business

#### **DECEMBER**

3: Central Coast Health Watch
17: Central Coast Health Watch



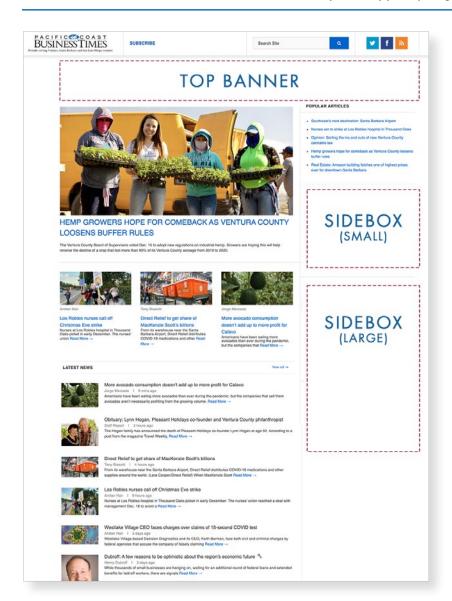


# 2021 DESIGN SPECS: DIGITAL ADVERTISING

**ADVERTISING ON PACBIZTIMES.COM AND EMAIL NEWSLETTERS:** Advertising on pacbiztimes.com and our email newsletters provide another opportunity to promote your business. Please be sure to review the digital advertising specifications, here:

Accepted media includes JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended.

Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.







DIGITAL AD PLACEMENT	<b>SIZE</b> (width x height in pixels)	RATE
WEBSITE HOMEPAGE		
Top Banner, Fixed (Displayed throughout the entire website)	1150 x 125	3/8 page pricing
Side Box - Small	350 x 250	1/8 page pricing
Side Box - Large	350 x 600	1/4 page pricing
WEBSITE FOCUS SECTION		
"Sponsored by" Banner	750 x 90	1/2 page pricing
EMAIL NEWSLETTERS		
"Sponsored by" Top Ad	600 x 290	3/8 page pricing
Side Box	300 x 250	1/4 page pricing