

# AIN ALERTS – STATS, SPECS AND PRICING

**KEY STATS:** 35K delivered M-F | Adjusted Open Rate 34%\* | Click Rate 2.6%

**AVG. DAILY ADJUSTED OPEN RATES:** MON 35% | TUE 33% | WED 31% | THU 33% | FRI 32%

OFFERING	SENDS	1-6X (MONTHS)	7-12X (MONTHS)	CREATIVE REQUIRED
DISPLAY BANNER	1X per week	\$6,950	\$6,310	1000x600
NATIVE STORY	1X per week	\$7,700	\$6,950	Article content, logo, image
QUESTION OF THE WEEK	1X per week	\$10,500	\$10,000	Custom questions, logo, 300x250

## SIZE & ACCEPTED FILE FORMATS

- 1000x600
  - .jpg, .gif and animated .gif; for animated ensure the first panel includes all information as some email clients do not support animated GIF files
  - Third-party served banners and rich media NOT accepted
  - URL must be submitted with banner
  - Animation Length: 10 seconds; looping permitted with five-second pause
  - Static File Size: 500kb max
- SEND DIGITAL FILES TO:**
- [Creative@ainonline.com](mailto:Creative@ainonline.com)
  - Typically, due one week before campaign start date

## CREATIVE BEST PRACTICES

- Include a clear and concise call to action
- Ensure there is something for the reader to view, act upon, or read after the click (i.e., do not send to homepage)
- Larger than 16pt font for best viewability on mobile
- For animated GIFs ensure that the first panel includes all information. Some email clients do not support animated GIF files



**ALL RATES ARE NET | ADVERTISERS ARE GUARANTEED FOUR INSERTIONS PER MONTH. IN THE INSTANCE OF FIVE OCCURRENCES OF A SPECIFIC DAY WITHIN THE MONTH, AIN RESERVES THE RIGHT TO USE THE EXTRA DAY TO FULFILL OTHER ADVERTISER OBLIGATIONS.**

\*As a result of [Apple's iOS 15 privacy changes](#), traditional open rates for your emails may not reflect how many of your recipients actually opened your marketing email. AIN has partnered with HubSpot to provide a potentially more reliable measure of opens. The simple equation is taking "unique reliable opens" (emails opened by a non-Apple device or bot), and dividing it by the unique delivered emails minus unique unreliable opens (opens made on an Apple device or a bot).