

CGC's websites, cgccomics.com, and the collectors-society.com are some of the most heavily trafficked sites among comic book collectors and enable you to reach a large targeted audience.

Banner ads can be placed in individual sections or zones of the CGC site. The zones are the main CGC site, the Comics Registry, CGC Census and the Chat Boards. Ad insertion contracts require a minimum commitment of three months and can extend to one year.

Advertising Rates

Ad Zone	Banner Size & Position	Approximate Monthly Impressions	Spaces	Available Slots*	Monthly Rate	3-month Contract (minimum)	6-month Contract (10% discount)	12-month Contract (20% discount)
CGC Site	Top Banner	195,000	1	4	\$675	\$2,025	\$3,645	\$6,480
	Side Banner	247,000	1	8	\$325	\$975	\$1,755	\$3,120
Chat Boards	Top and Middle Banner	5,383,000	2	8	\$650	\$1,950	\$3,510	\$6,240
CGC Census	Top Banner	112,000	1	3	\$520	\$1,560	\$2,808	\$4,992
	Side Banner	110,000	1	8	\$260	\$780	\$1,404	\$2,496
Comics Registry	Top Banner	220,000	1	3	\$650	\$1,950	\$3,510	\$6,240
	Side Banner	12,000	1	6	\$325	\$975	\$1,755	\$3,120

* Banners rotate randomly based on each unique page view. Banner space is available to advertisers on every page load.

Deadlines & Specs

MATERIALS DEADLINE

Last Monday of the month

MECHANICAL SPECIFICATIONS

Top banner: 728 x 90 pixels
Side banner: 160 x 600 pixels

PRODUCTION DATA

Delivery method:

E-mail: advertising@collectiblesgroup.com

Max file size:

150 KB for 728 x 90 pixels
75 KB for 160 x 600 pixels

File types: GIF or JPG

CONTACT INFORMATION

CGC
Phone: 1-877-662-6642
E-mail: advertising@collectiblesgroup.com

ARTWORK DESIGN CHARGES

Artwork may be designed at advertiser's cost upon request.

TIPS ON HOW TO MAKE YOUR BANNER ADS MORE EFFECTIVE

1. Think campaigns.

Change your banners to feature a new comic or collection, trade show or other significant event.

2. Create landing pages.

You can further expand on the specifics of your banner and provide more accurate metrics on their impact.

