

WACOAN.COM DIGITAL ADS SPECIFICATIONS

Enhance your reach by purchasing digital ads on our website, and just ask for your ad statistics and we will provide analytics.

WACOAN.COM

11K+
page views/month

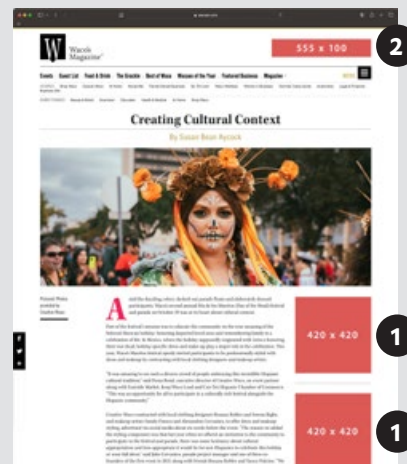
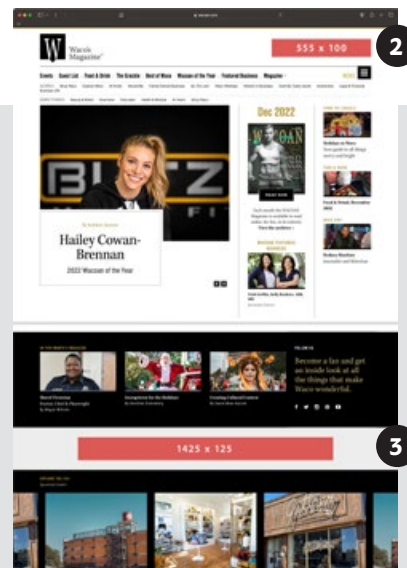
510K+
impressions/month

MAGAZINE.WACOAN.COM

2K+
page views/month

Source: Google analytics.

Note: web ads are responsive. For best results on all devices your ad should be readable when scaled down by 50%.



DIGITAL AD

AD SIZE

- Standard
Random insertions on website
840 x 840 retina
(420 x 420)
- Leaderboard
Rotates at top of website
1110 x 200 retina
(555 x 100)
- Banner
Rotates on home page
1425 x 125 retina (desktop)
(1000 x 88)
800 x 400 retina (mobile)
(400 x 200)
- Pop-Up
Rotates on website
960 x 960 retina
(600 x 600)

Pop-up Testimonial Statistics: Waco Symphony Nutcracker

Pop-Up Ad ran on WACOAN.com in Nov 2022

21K+ shown • 1,200+ clicks • **5.67% clickthrough rate**

National average clickthrough rates for Nov 2022:

3.17% Google Ads • 0.90% Facebook Ads

