
ONLINE ADVERTISING INSERTION ORDER

Date: _____

To Publisher of *The New York Review of Books* and www.nybooks.com:

1) Billing Information

Your company: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

2) Advertisement Information

Campaign Title: _____

Start Date: _____ End Date: _____

Impressions: _____

CPM: _____

Campaign Total: \$ _____

Please supply the following 4 ad sizes to rotate on the *Review's* website:

- Billboard (970 px wide x 250 px high)
- Leaderboard (728 px wide x 90 px high)
- Medium rectangle (300 px wide x 25 px high)
- Mobile leaderboard (320 px wide x 50 px high)

Special Instructions: _____

3) Authorization

Name (print): _____

Name (signature): _____

Date: _____