

Website Ads

BONEZONEpub.com’s traffic has grown significantly over the years as orthopedic professionals leverage their phone, emails and LinkedIn to click through to the business-critical content they seek. Nearly 300,000 readers from around the world visited the BONEZONE website in the last 12 months.

Use our robust website ad offerings to build and drive traffic to your website or landing page and keep customers informed about your company’s orthopedic expertise.

Rotating Display Ads

\$100 per 1,000 impressions (10,000 impression/min.)

Your display ad campaign includes three ad sizes, all of which circulate throughout the website and automatically resize for our mobile visitors.

Image Sizes/Specifications:

- 1456 x 180 pixels Leaderboard, 600 x 500 pixels Medium Rectangle, 600 x 1200 pixels Half Page, 640 x 100 pixels Mobile
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



Overslide Ad

\$2,495 / month

Run of site floating banner ad which slides in on the right side and remains throughout the scroll.

Image Sizes/Specifications:

- 120 x 600 pixels Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



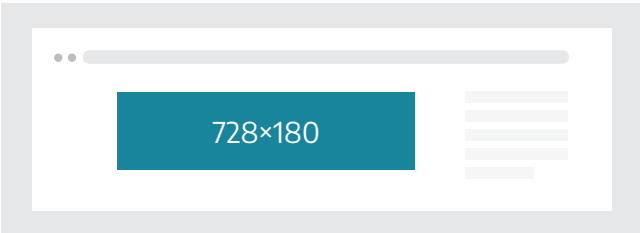
Premium Banner

\$1,395 / month

This ad is an exclusive placement at the top of the home page and main category pages.

Image Sizes/Specifications:

- 728 x 180 pixels Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



419,363

sessions



627,833

pageviews



289,151

users

Source: Google Analytics July 1, 2022 - June 30, 2023

Display ad materials are due on the 15th of the month preceding their publication.