

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 450,000 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.

527,449
sessions

742,469
pageviews

444,730
users

**Source: Google Analytics
Aug 1, 2023 - July 31, 2024*



Rotating Display Ads

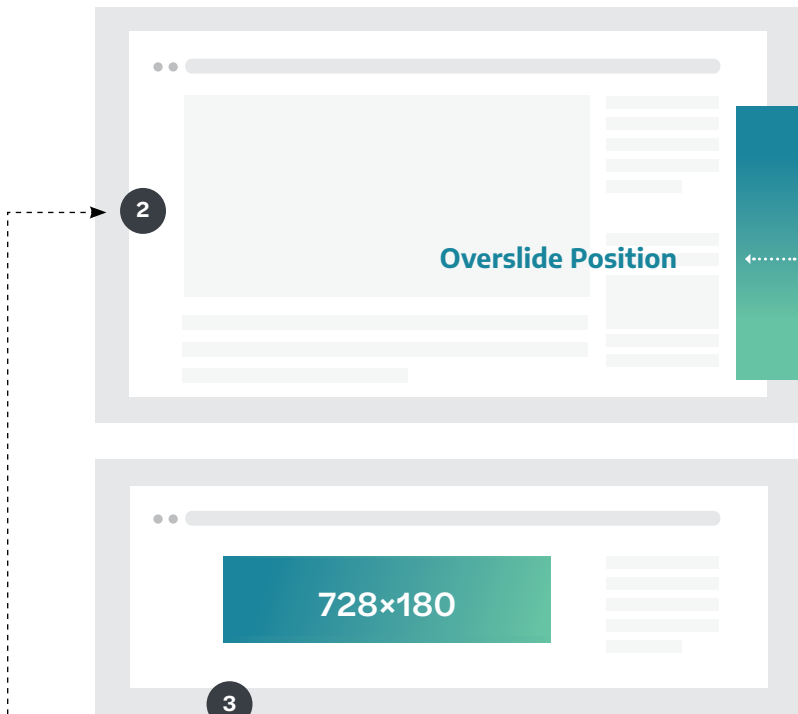
\$100 per 1,000 impressions
(10,000 impression/min.)

1 Your display ad campaign includes four 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

(Note: We request ads 2x the published size to ensure optimal crispness and quality.)



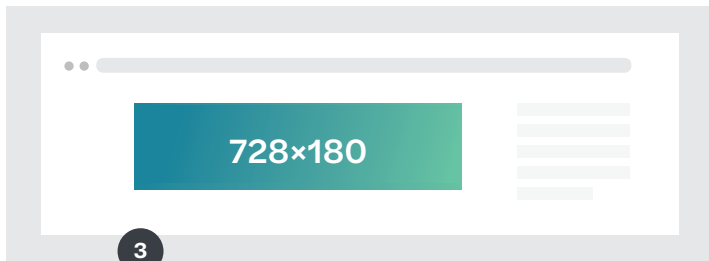
Overslide Ad

\$2,495 / month

2 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

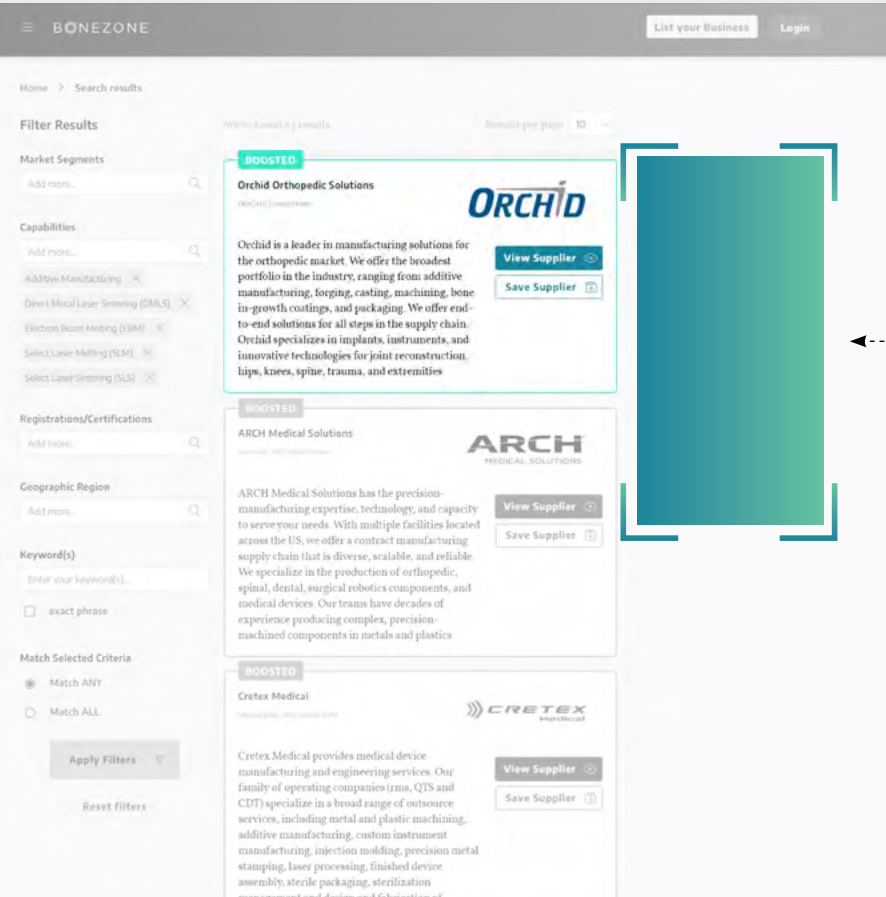
3 This ad is an exclusive placement at the top of the home page and main category pages.

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

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

ENHANCEMENT OPTIONS



Supplier Directory
Display Ad

\$995 / month

Your company's ad will be featured on the right side of the search results for all visitors to see. Maximum of two advertisers per month.

3,100

average monthly
ad impressions

16.8

average
monthly clicks

Image Sizes/Specifications:

- 600 x 1200 pixels / 600 x 500 pixels mobile Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL