



Web Advertising

P4A is the premier site for antiques market research and valuation data, averaging more than 75,000 visitors per month and more than 245,000 page impressions. Our extensive and high-quality resources attract users who are actively engaged in antiques market buying, selling and researching. Banner and box advertising give you the opportunity to capitalize on that traffic and increase the frequency of messaging. By integrating web advertising into your marketing or lead generation campaign, you can extend your brand exposure. For more information about advertising, contact: advertising@p4a.com

Who Visits P4A.com?

Average Monthly web visits 75,000
 USA 90%
 International 10%
 Average Monthly Page Views 245,000

Ad Types and Position

Run of Site Top/Bottom Banner

Reach every visitor to P4A.com with our run of site top or bottom banner ad. This ad is located at the top and bottom of every page and gives complete site exposure. This ad space is available on a monthly basis. It is especially ideal for events, auctions and other time sensitive advertising.

Box Ad, right side

This placement is available as a shared space on select pages of P4A.com. Up to three advertisers can share this space. Advertisers also have the option of buying additional views.

Thumbnail ads

These small but powerful spots appear on select pages. Up to ten available spaces that randomly move positions on each page change or refresh but always visible to every viewer of the page.

PLACE YOUR AD HERE

245,000 page views a month

PLACE YOUR AD HERE

Be seen every day by:

- Appraisers
- Auctioneers
- Museums
- Dealers
- Collectors

and the General Public

PLACE YOUR AD HERE

Our Reports provide measurable results

Web Ad Specifications

GIF and JPEG Specifications:

Weight limit: 80K

Animation: 15-second animation limit. Continuous looping permitted.

URL: Provide a click through link for ad at the time of submission.

Flash Ad Specifications:

Weight Limit: Initial download must be under 40K. Additional weight cannot exceed 1.2 MB for video or 160K for rich media

Animation: 15 second animation limit. Continuous looping allowed with maximum 20 frames per second.

Audio: Any audio must be user initiated and must be able to turn off.

URL: Provide a click through link for the ad at time of submission.

Fail over image: All Flash submissions must include an ad at same size in JPEG or GIF formats to appear when user does not have Flash installed or does not allow Flash animations to be displayed.

Click tag: To track click through rate (CTR), use the following ClickTag within your submitted Flash file. <ch12/t890/-561>

Note: We do not accept floating or expandable/retractable advertising.

2014 Web Ad Rates

	Visibility	One Month	Two Months	Three Months
Run of Site; top banner	100%	\$2,000	\$3,000	\$5,000
Run of Site; bottom banner Size: 650w x 80h	100%	\$1,000	\$1,750	\$2,350
Box ad; home page, search page results, results page Rotates to top Size: 250w x 250h	50%	\$750	\$1,400	\$1,950
Thumbnail ad; home page, search page results, results page, Random rotation Size: 100w x 100h	50%	\$99	\$180	\$225