



The logo features the text "YOUR DICTIONARY" in a bold, sans-serif font. The word "YOUR" is in orange, and "DICTIONARY" is in blue. A magnifying glass icon is positioned over the letter "O" in "YOUR". Below the logo, the text "Media Kit 2017" is written in a black, sans-serif font. The entire logo and text are centered within a white circular area.



About YourDictionary

YourDictionary is the easiest-to-use online dictionary. It has easy to understand word definitions, grammar tips, synonyms and pronunciation help so you can be confident in your word use. In addition, it includes sentence examples, famous quotes and help for acing your favorite word games!

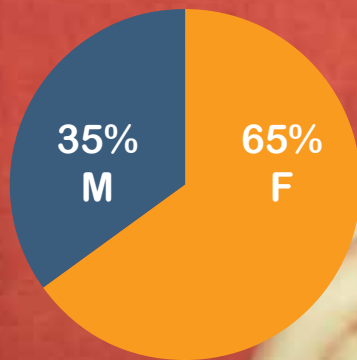


The YourDictionary Consumer

Age

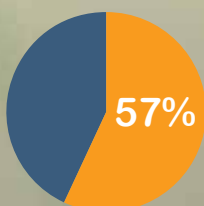


Gender

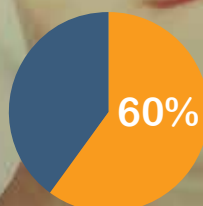


Lifestyle

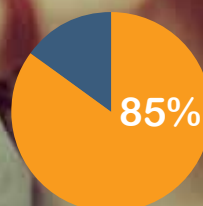
Married



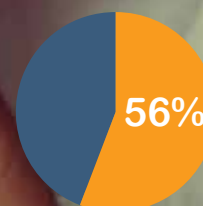
Have Children



Own Homes



Have a College Degree



14 Million
UNIQUE USERS
PER MONTH

64 Million
WEBSITE PAGE VIEWS
PER MONTH

62%
TRAFFIC FROM
MOBILE DEVICES

58%
TRAFFIC FROM
MILLENNIALS

99,000
FANS ACROSS
ALL SOCIAL
CHANNELS



YourDictionary Ad Specs

We offer customized programs that allow you to tap into our highly targeted, highly motivated customer base, all within the context of viewing and sharing their most relevant articles. YourDictionary can drive traffic to your site or store, encourage trial, and help build your brand.

Partner with YourDictionary – and experience the results.

Desktop Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	728 x 90 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Tall Rectangle	300 x 600 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Slideshows	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Quizzes	39kb

Mobile Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	320 x 100 pixels	20kb	Max 4 times	Top of Page	39kb
Banner	320 x 50 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	First Rectangle Slot	39kb

Targeting Capabilities

All Verticals, Geo-targeting, DMA and Zip code, Competitive Ad Blocks, and customized targeting upon request

Reporting

We use Google DFP for reporting.

Ad Server

We use Google DFP, a third party ad serving company

Other Advertising Information

We have a strict CPM model, and do not accept CPC or CPA ads. We do NOT sell text link ads under any circumstances, please do not inquire.



A young girl with curly brown hair is smiling and holding a white-framed sign with a dark blue background. The sign contains the text "Advertise with us: advertise@yourdictionary.com".

Advertise with us:
advertise@yourdictionary.com

