



# ADVERTISING SPECIFICATIONS

## From the TariffCheck.Org Team:

**W**e are excited to have you possibly advertise with us. We are a small team, with no corporate sponsors or government agencies backing us. We strive to maintain complete control over our entire site.

You get to benefit by speaking with us directly as we work out the best deal for you to host your ads on our page.

We've tried to clearly list all of the options available for advertising on our pages, though we are constantly improving how ads are shown and how we track analytics.

Our team made a custom analytics engine to track views/impressions, clicks, and so forth so that we can share that with you and **accurately** track your ad's performance. We are working on creating a page for you to be able to log in and see your ad statistics in real-time, so that we can be as transparent as possible. Stay tuned!

Sincerely,

Chris Leyva

**Founder of** TariffCheck.org

## AVAILABLE AD PLACEMENTS.

We currently support 2 styles of ad banners:

1. Landscape
2. Portrait

Placement	Aspect Ratio	Recommended Size	Min. Size	Placement Description
Header	8:1	728 × 90 px	640 × 80 px	Top of every page
Sidebar Box	6:5	300 × 600 px	240 × 300 px	Sidebar of pages
In-Article Strip	~8:1	468 × 60 px	400 × 50 px	Inline with article content
Footer	8:1	728 × 90 px	640 × 80 px	Bottom of every page

## ACCEPTABLE FILE FORMATS.

JPG	
PNG	
GIF	Supports Animation
WEBP	
SVG	

## SUBMISSION GUIDELINES.


- **File Size:** Max 750 KB
- **Link Required:** Please include the destination URL
- **Animations:** Allowed if subtle and non-intrusive (no auto-play video or flashing)
- **Design Quality:** Clear text, high contrast, mobile-friendly readability
- **Deadlines:** Materials due 2 business days before campaign start
- **Creative Updates:** One update/month allowed at no extra charge


## AUDIENCE SNAPSHOT.

- **Unique Daily Visitors:** 400–600 (organic and growing)
- **Daily Views:** 600 – 1,000 (averaging ~800s)
- **Top Countries:** United States (83%), UK (2.3%), Canada (1.8%), China (1.8%)
- **Audience Type:** American workers with a high concentration from Port Cities, logistics & Import/Export businesses
- **Engagement Stats:** Avg. session duration: 4+ minutes | High scroll depth
- **Content:** Most visitors navigate to the following pages:
  - <https://tariffcheck.org> (home page)
  - <https://tariffcheck.org/countries/china>
  - <https://tariffcheck.org/countries/mexico>

## CONTACT & BOOKING.

 **Email:** [info@tariffcheck.org](mailto:info@tariffcheck.org)

 **Website:** <https://tariffcheck.org>

 **Terms:** Weekly runs & 1–6 month runs available | Long-term discounts offered