



2020 Advertising Rates

Greater Good newsletter (distributed once per week)

- Distributed to 514,000 individual email addresses
- 15% average newsletter open rate

Newsletter Inclusion

Newsletter (148x600)	\$350 (1 inclusion)	\$1,100 (4 inclusions)	\$2,100 (8 inclusions)
--------------------------------	-------------------------------	----------------------------------	----------------------------------

Additional Details:

- Accepted ad formats: JPEF, GIF
- Maximum file size: 200 kb @ 72 dpi for image ads
- Please include your click-through URL when you send your ad
- Send all ads to eliseproulx@berkeley.edu