

# Online Advertising

( Home Page )

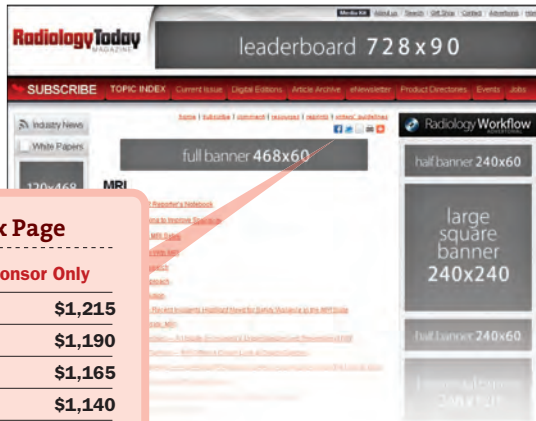


( All banner rates based on a 30-day posting. )

SIZE	1X	3X	6X	9X	12X
Leaderboard	\$2,045	\$2,000	\$1,965	\$1,920	\$1,870
Large Square Banner	\$1,825	\$1,790	\$1,760	\$1,710	\$1,660
Skyscraper	\$1,580	\$1,545	\$1,515	\$1,480	\$1,445
Vertical Banner	\$1,340	\$1,315	\$1,280	\$1,255	\$1,225
Square Button	\$920	\$900	\$875	\$855	\$840
<b>Full Banner - Top Position</b>	\$1,460	\$1,430	\$1,400	\$1,370	\$1,330
<b>Half Banner - Top Position</b>	\$980	\$950	\$920	\$905	\$865
<b>Horizontal Button - Middle Position</b>	\$1,260	\$1,235	\$1,220	\$1,180	\$1,145
<b>Full Banner - Middle Position</b>	\$1,070	\$1,050	\$1,030	\$1,010	\$970
<b>Half Banner - Middle Position</b>	\$695	\$680	\$660	\$655	\$625
<b>Horizontal Button - Bottom Position</b>	\$840	\$820	\$805	\$790	\$765
<b>Full Banner - Bottom Position</b>	\$775	\$750	\$740	\$725	\$700
<b>Half Banner - Bottom Position</b>	\$490	\$475	\$465	\$455	\$445

## Online Advertising

( Index Page )

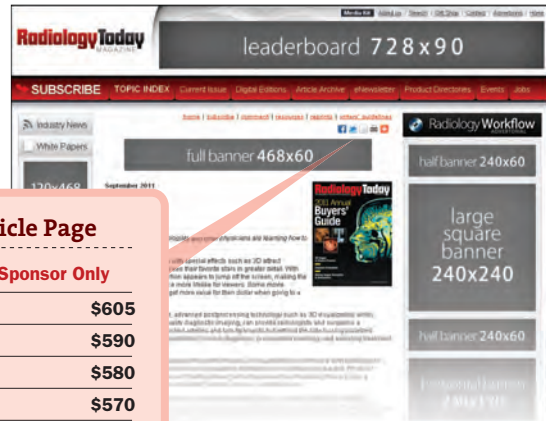


### Index Page

#### Top Sponsor Only

1x	\$1,215
3x	\$1,190
6x	\$1,165
9x	\$1,140
12x	\$1,110

( Article Page )



### Article Page

#### Top Sponsor Only

1x	\$605
3x	\$590
6x	\$580
9x	\$570
12x	\$545

### Digital Advertising Packages

#### A BANNER, A BUTTON & A BLAST (Premium Package)

- Run-of-site skyscraper banner on magazine's website
- Full banner, middle sponsor in our e-newsletter
- HTML e-mail blast to 20K professionals guaranteed

Package Price: **\$5,650**

#### A BANNER, A BUTTON & A BLAST (Standard Package)

- Run-of-site square button on magazine's website
- Half banner within content in our e-newsletter
- HTML e-mail blast to 20K professionals guaranteed

Package Price: **\$4,875**

#### ARTICLE PAGE PACKAGE

- 4 different article sponsorships in one month

Package Price: **\$1,815**

#### CONTENT/ARTICLE PACKAGE

- Content page sponsorship plus 5 article sponsorships for one month

Package Price: **\$3,030**

#### ONLINE ADVERTORIAL PACKAGE

Content control of a subsection of our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company website. Company also provides title of navigation link on our home page.

Package Price: **\$2,995**

### Digital Media Specifications

#### WEBSITE BANNERS

Accepted formats: .jpg, .gif (animated or not), Flash .swf, custom script adds.

(Note: Files without extensions will not be accepted.)

#### E-NEWSLETTER BANNERS

Accepted formats: .jpg, .gif (animated or not).

(Note: Flash, custom scripts, and files without extensions will not be accepted.)

All rates are based on a 30-day posting.

#### E-MAIL MARKETING SPECIFICATIONS

- Images in .jpeg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.
- No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.