

2012 Web Rates

Introductory Website advertising rates

(Subject to change as our numbers grow)

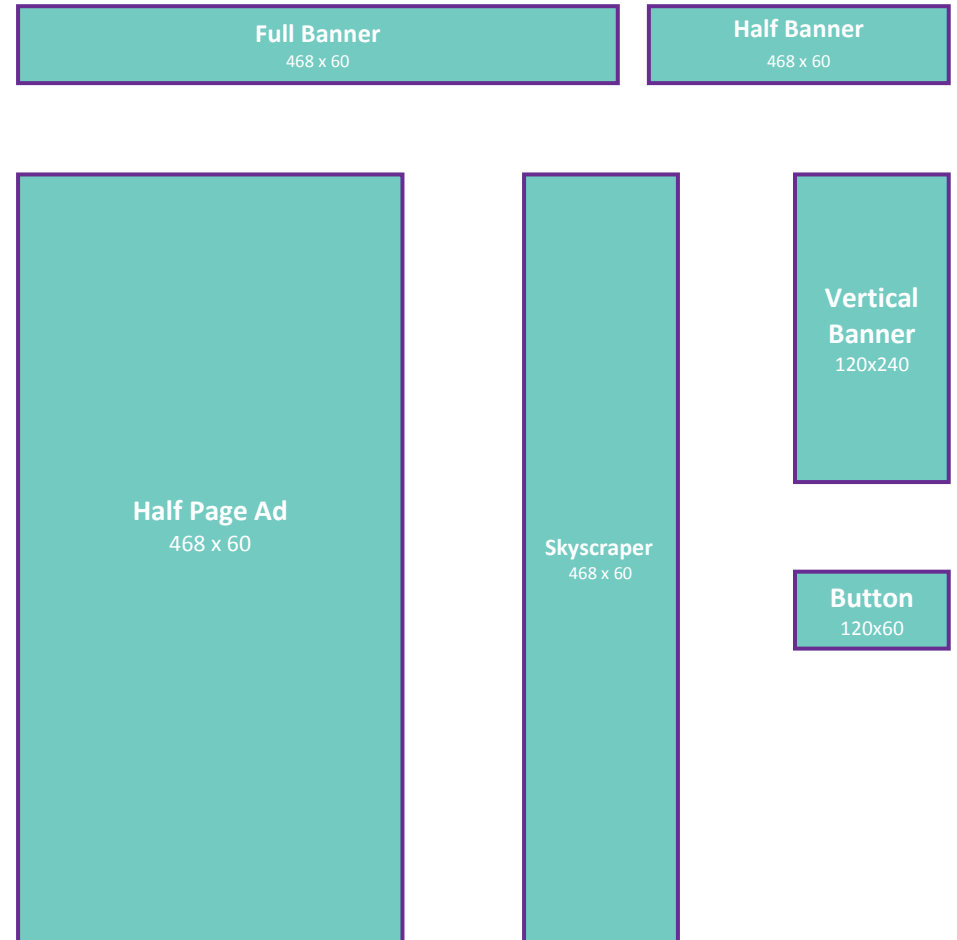


SIZE	
Full Banner (468 x 60)	\$200 for 3 months
Half Banner (234 x 60)	\$105 for 3 months
Vertical Banner (120 x 240)	\$200 for 3 months
Skyscraper (120 x 600)	\$225 for 3 months
Half Page Ad (300 x 600)	\$250 for 3 months
Button (120 x 60)	\$75 for 3 months

Please send files in GIF, JPG, PNG or SWF

FLASH Guidelines				
Max Initial Load File Size *	Add'l File Weight (Polite Download)	Flash Specifics	Audio Initiation	Maximum Animation Length
60 KB	1.2 MB	18 fps	User Initiated (on click)	Anything up to 15 seconds

- All (non flash) banners should not exceed 40k and 15 seconds in length.
- Video and audio banners should be initiated by a users' action. The user should mouse over or click on the ad before any video or sound is played.
- There should be at least a 1 second delay between frames in GIF or JPG animations.
- Characters in the ads should never be more than (including spaces) 100 for little ad formats like Buttons or Banners and 200 for larger ads such as Leaderboards or Skyscrapers.
- All ads must be provided at 72 dpi in RGB color format.



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