

## Online Ads:

### PLACEMENT

- Right sidebar only
- ad appears in same place on every page of site

### SIZES

- small ad 140 pixels wide, 140 or 150 pixels tall
- large ad (skyscraper ad) 140 px wide, 450 px tall

### STYLE

- not animated
- gif or jpg

### PRICING

|             |                         |                          |                           |
|-------------|-------------------------|--------------------------|---------------------------|
| --small ad: | <b>3 months</b><br>\$30 | <b>6 months</b><br>\$50  | <b>12 months</b><br>\$84  |
| --large ad: | <b>3 months</b><br>\$70 | <b>6 months</b><br>\$125 | <b>12 months</b><br>\$228 |

## Newsletter Ads:

### SIZES

- Full Page 7.5 x 10
- 1/2 Page 7.5 x 5
- 1/4 Page 3.75 x 5
- 1/8 Page 3.75 x 2.5

### STYLE

- EPS format (can also accept PDF, TIFF or very high quality JPG)

### PRICING

|           |                       |                       |                       |
|-----------|-----------------------|-----------------------|-----------------------|
|           | <b>3 Months</b>       | <b>6 Months</b>       | <b>12 Months</b>      |
| Full Page | \$150<br>(\$50/issue) | \$270<br>(\$45/issue) | \$480<br>(\$40/issue) |
| 1/2 Page  | \$75<br>(\$25/issue)  | \$132<br>(\$22/issue) | \$216<br>(\$18/issue) |
| 1/4 Page  | \$45<br>(\$15/issue)  | \$78<br>(\$13/issue)  | \$132<br>(\$11/issue) |

|          |                     |                     |                     |
|----------|---------------------|---------------------|---------------------|
| 1/8 Page | \$27<br>(\$9/issue) | \$48<br>(\$8/issue) | \$84<br>(\$7/issue) |
|----------|---------------------|---------------------|---------------------|

## COMBINATIONS

Small Package (includes small online ad and 1/4 page newsletter ad):

|                 |                 |                  |
|-----------------|-----------------|------------------|
| <b>3 months</b> | <b>6 months</b> | <b>12 months</b> |
| \$70            | \$120           | \$192            |

Large Package (includes large online ad and full page newsletter ad):

|                 |                 |                  |
|-----------------|-----------------|------------------|
| <b>3 months</b> | <b>6 months</b> | <b>12 months</b> |
| \$200           | \$375           | \$650            |