

Online Advertising

(Home Page)

The screenshot shows the For The Record website home page with several advertising opportunities highlighted:

- Leaderboard 728x90**: Located at the top of the page.
- Skyscraper 120x468**: A vertical banner on the left side.
- Full Banner 468x60**: Three full-width banners positioned at the top, middle, and bottom of the main content area.
- Half Banner 240x60**: Three half-width banners positioned on the right side.
- Large Square Banner 240x240**: A square banner on the right side.
- Vertical Banner 120x240**: A vertical banner on the left side.
- Square Button 120x120**: A square button on the left side.
- Horizontal Button 240x120**: A horizontal button on the right side.

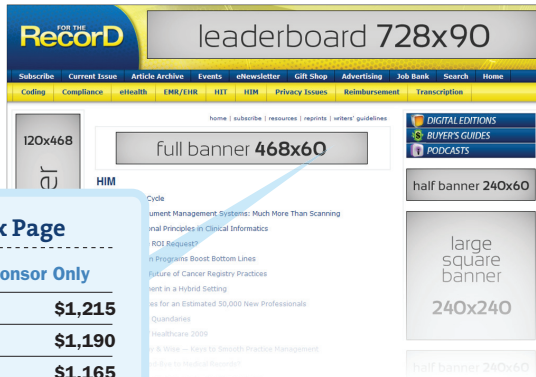
The website content includes sections for 'Current Issue', 'Featured Articles', 'Web Exclusives', 'News', 'Blog Speak', and 'By the Numbers'. A 'facebook' logo is also visible on the right side of the screenshot.

(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
Full Banner - Top Position	\$1,460	\$1,430	\$1,400	\$1,370	\$1,330
Half Banner - Top Position	\$980	\$950	\$920	\$905	\$865
Horizontal Button - Middle Position	\$1,260	\$1,235	\$1,220	\$1,180	\$1,145
Full Banner - Middle Position	\$1,070	\$1,050	\$1,030	\$1,010	\$970
Half Banner - Middle Position	\$695	\$680	\$660	\$655	\$625
Horizontal Button - Bottom Position	\$840	\$820	\$805	\$790	\$765
Full Banner - Bottom Position	\$775	\$750	\$740	\$725	\$700
Half Banner - Bottom Position	\$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 15K professionals guaranteed

Package Price: **\$6,065**

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 15K professionals guaranteed

Package Price: **\$5,310**

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 .jpg, .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.