

## Online Advertising

( Home Page )

The screenshot shows the For The Record website home page with several advertising banner positions labeled:

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

The main content area includes sections for 'Current Issue', 'Cover Story National MPI', 'Featured Articles', 'Web Exclusives', 'News', 'Blog Speak', and 'By the Numbers'.

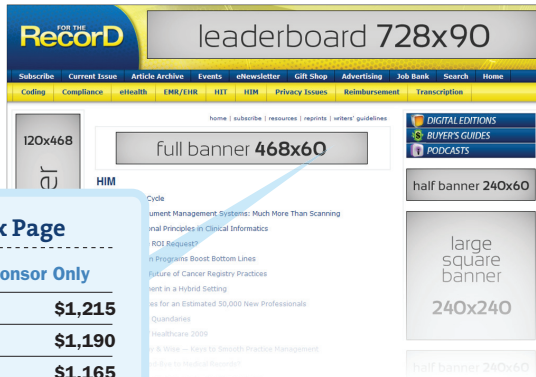


( All banner rates based on a 30-day posting. )

SIZE	1X	3X	6X	9X	12X
<b>Leaderboard</b>	\$2,045	\$2,000	\$1,965	\$1,920	\$1,870
<b>Large Square Banner</b>	\$1,825	\$1,790	\$1,760	\$1,710	\$1,660
<b>Skyscraper</b>	\$1,580	\$1,545	\$1,515	\$1,480	\$1,445
<b>Vertical Banner</b>	\$1,340	\$1,315	\$1,280	\$1,255	\$1,225
<b>Square Button</b>	\$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 )

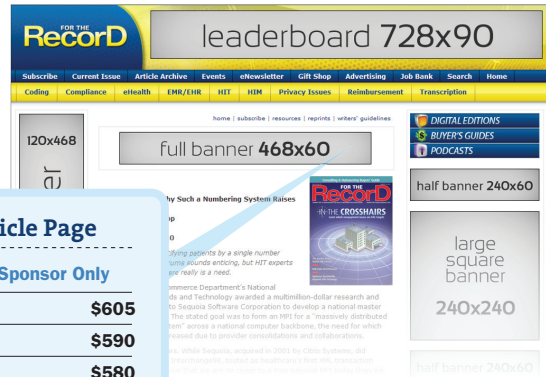


### Index Page

#### Top Sponsor Only

1x	<b>\$1,215</b>
3x	<b>\$1,190</b>
6x	<b>\$1,165</b>
9x	<b>\$1,140</b>
12x	<b>\$1,110</b>

( Article Page )



### Article Page

#### Top Sponsor Only

1x	<b>\$605</b>
3x	<b>\$590</b>
6x	<b>\$580</b>
9x	<b>\$570</b>
12x	<b>\$545</b>

## 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.