

The Monitor *Online*



www.fbmonitor.com

Web Advertising Rates

Rates are for one-month run

<u>Ad Slot</u>	<u>Pixel Dimensions</u>	<u>Image Size</u>	<u>Open Rate</u>	<u>6 Month Rate</u>	<u>12 Month Rate</u>
Top leaderboard	720 x 90 pixels	35k	\$400	\$370	\$350
Skyscraper	160 x 600 pixels	35k	\$300	\$275	\$250
Ad boxes	160 x 100 pixels	35k	\$225	\$200	\$175
Bottom leaderboard	720 x 90 pixels	35k	\$375	\$350	\$325

These rates are for each ad on a monthly basis. (Best deal: 12 month contract)

Delivery of creative materials via e-mail or FTP. Email creatives to ads@lavenpublishing.com with "Web Ad" in subject line. FTP account info will be given at time of submission. We accept GIF, JPEG, Flash / Rich Media and third party tags. No pop-up, floating, or interstitial ads. Ad placement subject to space availability, editorial discretion.

- Max initial load size: 35k
- Only Gif, JPEG or SWF ads are accepted for placement on web.
- Provide .GIF, .JPG or .SWF files that are optimized so they are less than 35 KB load size.
- Also provide URL for click-thru ads.
- All files submitted must be 72 dpi, RGB; maximum file sizes as listed above and shown below.
- Ad sizes are absolute; all submitted material must be those exact sizes.
- Any changes that you may want made to your ad for the duration of your subscription may now be purchased at the one-time up-front price of \$125.
- If you choose not to accept this subscription, you are liable for a \$125/hour design fee for any changes to your online ad.
- If you decide you would like us to create your ad for you the same hourly rate applies.
- Ad material may be e-mailed as an attachment to ads@lavenpublishing.com.
- Please include start-run date and "Web Ad" in the subject line of your e-mail. For example, if your ad will be posted online on September 20, 2010, the subject line should include "09/20/10 web ad for Pierre's Bakery."
- Online materials are due 5 business days before ad is scheduled to be published online.
- Please note that we reserve the right to reject advertisements if they are deemed inappropriate. You will be notified immediately should this occur.
- We do not accept the following Rich Media at this time: Streaming Video, JavaScript, Expandable, PointRoll, Eyeblaster, Floating, or Pop-Unders

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Web Ad Sizes

Top and Bottom Leaderboard
720 x 90 pixels (9.99"x1.24")

Ad boxes
160 x 100 pixels
(2.214"x 1.393")

Skyscraper
160 x 600 pixels
(2.206"x8.354")

LAVEN
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