

# 2009 ONLINE ADVERTISING SPECS



## WEBSITE DIGITAL REQUIREMENTS

| AD                              | DIMENSIONS               | FILE SIZE | FILE TYPE                            |
|---------------------------------|--------------------------|-----------|--------------------------------------|
| TOP, BOTTOM, & LEADERBOARD..... | 728 x 90 pixels, 72 dpi  | 90 kb max | Gif, Jpg, Swf:<br>(include Fla file) |
| PREMIUM SQUARE .....            | 300 x 250 pixels, 72 dpi | 90 kb max | Gif, Jpg, Swf:<br>(include Fla file) |
| SKYSCRAPER.....                 | 160 x 600 pixels, 72 dpi | 90 kb max | Gif, Jpg, Swf:<br>include Fla file)  |
| NEWSLETTER BANNER.....          | 160 x 600 pixels, 72 dpi | 90 kb max | Gif, Jpg, Swf:<br>(include Fla file) |

NOTE: Electronic materials required. Interactive Advertising Bureau standards and guidelines apply.

## PRODUCTION CHARGES \$75 PER HOUR (NET)

|                            |                       |  |              |
|----------------------------|-----------------------|--|--------------|
| STATIC GIF / JPG .....     | Up to 728 x 90 pixels | Electronic photo & text supplied by client | <b>\$115</b> |
| FLASH / ANIMATED GIF ..... | Up to 728 x 90 pixels | Electronic photo & text supplied by client | <b>\$290</b> |

## TERMS & CONDITIONS

1. In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.

3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.

5. Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.

6. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.

7. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasigovernment entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.

8. Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.

9. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonials of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation, or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

10. All ads run on a prepay basis until credit is approved.