

EFFECTIVE DATE: MAY 1, 2007

AD POSITIONS

AD TYPE	LOCATION	SPOTS AVAILABLE	PRICE
LEADERBOARD* 728 x 90 TOP OF SITE	Top of page COMMON TO ALL PAGES	4 in rotation	\$2,000 per month
PREMIUM* 300 x 250 SQUARE	Top right side of page COMMON TO ALL PAGES	4 in rotation	\$3,000 per month
MEDIUM SQUARE* 180 x 150 SQUARE	Center column HOME PAGE	4 in rotation	\$1,000 per month
BOTTOM LEADERBOARD* 728 x 90 BOTTOM OF SITE	Bottom of page COMMON TO ALL PAGES	4 in rotation	\$500 per month
SPECIAL OFFERS* TEXT LINKS	Right column middle COMMON TO ALL PAGES	5 spots Text-only one-line links	\$250 per month
SEARCH/LIST RESULT PAGES 160 x 600 SKYSCRAPER	Left column top (Run of Site) SEARCH RESULT, LIST VIEW PAGES	4 in rotation	\$500 per month
ARTICLE PAGES* 300 x 250 SQUARE	In content, bottom COMMON TO ALL ARTICLE PAGES	4 in rotation	\$500 per month
PHOTO GALLERY WINDOW 728 x 90 BANNER	Gallery pop-up window	4 in rotation	\$1,000 per month
VIDEO PLAYER WINDOW 728 x 90 BANNER	Video pop-up window	4 in rotation	\$1,000 per month

COMMON TO ALL SAILING SITES

SOURCEBOOK	Business Directory	Annual listing	\$1,000 per year
FORUMS/COMMUNITY LEADERBOARD 728X90 TOP OF SITE	Top of page ALL FORUMS PAGES	4 in rotation	\$1,000 per month
FORUMS/COMMUNITY PREMIUM 180X150 SQUARE	Right column ALL FORUMS PAGES	5 random positions	\$500 per month
VIDEO PLAYER PRE-ROLL	User Submitted Video	4 in rotation	\$1,000 per month

LEAD GENERATION

POLLS OR SURVEYS	Run of site, right column	1 spot per month	\$1,000 per month
CONTEST OR SPECIAL PROMOTION INCLUDES ENEWS LINK, SITE BANNER, LISTING ON MAIN CONTEST PAGE	Contest section	Runs 90 days	\$5,000 each
ENEWSLETTER 468 x 60 TOP/MIDDLE, CONTENT AREA 120 x 240 RIGHT COLUMN	Monthly eNews standard	1 spot 4 spots	\$500 per issue \$250 per issue
CUSTOM ADVERTISER EMAIL SPECIAL ADVERTORIAL CUSTOM EMAIL	Custom email	1 exclusive per month	\$3,000 per issue

* RESTRICTIONS APPLY TO THE NOOD & AMERICA'S CUP SECTIONS ON SAILINGWORLD.COM

WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
TOP, BOTTOM, & FORUMS LEADERBOARD	728 x 90 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
PHOTO GALLERY, VIDEO PLAYER	728 x 90 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
ENEWSLETTER BANNER	468 x 60 pixels, 72 dpi	30 kb max	Gif, Jpg
PREMIUM/ARTICLE PAGES	300 x 250 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
MEDIUM SQUARE, FORUMS PREMIUM	180 x 150 pixels, 72 dpi	20 kb max	Gif, Jpg, Swf: include Fla file
SEARCH/LIST RESULT PAGES SKYSCRAPER	160 x 600 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
ENEWSLETTER RIGHT COLUMN	120 x 240 pixels, 72 dpi	15 kb max	Gif, Jpg
VIDEO PLAYER PRE-ROLL	400 x 300 pixels, 7-15 sec max	300 kb max	Swf: 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	\$115
FLASH / ANIMATED GIF	Up to 728 x 90 pixels	Electronic photo & text supplied by client	\$290

SPECIAL AD UNITS

Pop-up, Pop-under, Floating and Full-page Blocking Ads

Call for availability and quote

TERMS & CONDITIONS

- 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.
- 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.
- 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.
- 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.
- Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- 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.
- 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 quasi-government 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.
- 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.
- 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 testimonial 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.
- All ads run on a prepay basis until credit is approved.

2007 SALES CONTACTS

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NON-MARINE SALES

EASTERN U.S.

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