



## Website Rate Card

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### 6 Month Minimum Contract Required

Location	Type	Dimensions	Size	Price
Banner – Top	Rotating	728 x 80	72 dpi	\$1,000 / mo.
Ad Box – Bottom	Rotating	160 x 120	72 dpi	\$400 / mo.
Video – MPG Files	Rotating	480 x 295	10 seconds	\$1,000 / mo.

**File Format** GIF (.gif), JPG (.jpg). All graphics need to be 72 dpi for maximum efficiency and quality. Animated .gif files must complete their animated cycle in 12 seconds.

**Hyperlink** Please indicate the connecting URL/http address upon sending banner.

**Artwork Deadline** Two weeks prior to first month of being posted. i.e. May posting, art due April 15<sup>th</sup>.

**Posting Time** Banners will begin on the first day of the month and will be taken off on the last day of the month as indicated on the contract. Please work out any midmonth postings with our account executive, these are only available if space permits.

**Flash / Animated GIFF** We currently do not accept Flash or extreme animation.

**Appropriate Content** All ads are subject to approval. Ads deemed to have provocative content are prohibited.

**Text Links** When using a button to create a text link, text should be no greater than four lines and 130 characters.