



2006 RATES AND SPECIFICATIONS

Rates (Per Month)*	1 Month	2-3 Months	4-6 Months	7-8 Months	9-12 Months
Full Width Banner	\$ 7,150.00	\$ 6,975.00	\$ 6,700.00	\$ 6,350.00	\$ 6,150.00

(* 8 issues/month – 27,102 subscribers as of September 2005)

Specifications

Size

Full Width Banner 495p x 90p – 120p

Accepted File Formats:

.jpg
.gif
Animated.gif

(Note: Flash Files Not Accepted)

Resolution:

72 dpi

File Size:

Less than 75K

Animation:

Continuous Looping is permitted with 5-second pause between each occurrence.

Tag Text (below image):

No more than 50 characters.

Target URL:

Must be submitted with banner.

Delivery:

Materials must be supplied by email or disk with a lead time of three business days.

Email:

jdarlington@ainonline.com

Disk:

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