

ONLINE ADVERTISING

2009 RATES & SPECS | www.pcosmagazine.com



PCOSMagazine

WEB SITE AD TYPES	Month	Quarter	Year
Home Page Rotating*			
Leaderboard	\$350	\$1,400	\$3,500
Skyscraper	\$300	\$1,200	\$3,000
Bottom Banner	\$250	\$1,000	\$2,500
Tile 1 or 2	\$175	\$700	\$1,750
<i>*All Home Page Ads Have A Maximum of Three (3) Advertisers Per Ad</i>			
BLOG SITE AD TYPES	Month	Quarter	Year
Rotating*			
Skyscraper	\$350	\$1,400	\$3,500
Tiles	\$175	\$700	\$1,750
<i>*No limit on number of advertisers per rotating ads</i>			
Non-Home-Page Sponsorships			
Sponsorship includes all the following ads on one page: Leaderboard, 1 skyscraper, and 2 tiles. No rotation.			
	Month	Quarter	Year
About PCOS Magazine	\$700	\$2,800	\$7,000
What is PCOS? (coming)	\$700	\$2,800	\$7,000
PCOS Resources	\$700	\$2,800	\$7,000
Community	\$700	\$2,800	\$7,000

Sizes

Leaderboard = 728 x 90 pixels (size limit is 65kb)
 Skyscraper = 160 x 600 pixels (size limit is 65kb)
 Banner = 468 x 60 pixels (size limit is 65kb)
 Tiles = 120 x 90 pixels (size limit is 25kb)

Required Materials

Supply GIF, JPEG files or clean scan-ready art.

All rates are subject to change

Website Ads

Rotating ads are posted for 30 days from date published; fixed ads are posted for the specified calendar month

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