

# the NEWS

## ▶ 09 INTERNET RATE CARD



Page Peel

Banner Ads

Sponsor Buttons

Advertising Videos

Skyscraper Ads

The screenshot shows the HVACR NEWS website interface with several advertising spots:

- BANNER AD:** Located at the top of the page, measuring 468 x 60 pixels.
- Buttons:** Multiple small buttons are placed throughout the page, each measuring 120 x 60 pixels.
- Advertising Videos:** Two video spots are shown at the bottom left, each measuring 275 x 250 pixels.
- Skyscraper Ad:** A tall, narrow advertisement is located on the right side of the page, measuring 120 x 600 pixels.

SEE REVERSE SIDE FOR ADVERTISING INFORMATION

AD TYPE	AD SIZE	ADVERTISER COST	NON-ADVERTISER COST
<b>HOMEPAGE</b>			
<b>SPONSOR BUTTON</b>	120 x 60 pixels	\$8,460 per year	\$8,520 per year
<b>BANNER</b>	468 x 60 pixels	\$5,950 per year	\$6,615 per year
<b>SKYSCRAPER</b>	120 x 600 pixels	\$995 per month	\$1,050 per month
<b>EXPANDABLE SKYSCRAPER</b>	120 x 600 pixels <i>(expands to 300 x 600 pixels)</i>	\$2,065 per month	\$2,165 per month
<b>AD WITHIN A FEATURE</b>	300 x 250 pixels	\$435 per month	\$545 per month
<b>ADVERTISING VIDEO</b>	275 x 250 pixels	\$1,855 for 3 weeks	\$1,945 for 3 weeks
<b>PAGE PEEL</b>	150 x 150 pixels <i>(expands to 600 x 600 pixels)</i>	\$2,065 per month	\$2,165 per month
<b>OVER-THE-PAGE</b>	120 x 60 pixels resting area <i>(expands to 600 x 400 pixels)</i>	\$1,855 per month	\$1,945 per month
<b>EXTRA EDITION PAGE</b>			
<b>SPONSOR BUTTON</b>	120 x 60 pixels	\$4,435 per year	\$4,645 per year
<b>BANNER</b>	468 x 60 pixels	\$3,270 per year	\$3,630 per year
<b>SKYSCRAPER</b>	120 x 600 pixels	\$725 per month	\$765 per month
<b>BLOG PAGE</b>			
<b>SPONSOR BUTTON</b>	120 x 60 pixels	\$4,030 per year	\$4,220 per year
<b>BANNER</b>	468 x 60 pixels	\$2,970 per year	\$3,300 per year
<b>SKYSCRAPER</b>	120 x 600 pixels	\$660 per month	\$695 per month
<b>LEARNING CENTER/CAREER CENTER PAGE</b>			
<b>SPONSOR BUTTON</b>	120 x 60 pixels	\$3,465 per year	\$3,665 per year
<b>BANNER</b>	468 x 60 pixels	\$2,525 per year	\$2,805 per year
<b>SKYSCRAPER</b>	120 x 600 pixels	\$610 per month	\$640 per month
<b>ONLINE DIRECTORY</b>			
<b>TILE BUTTON</b>	125 x 125 pixels	\$4,370 – \$3,005 per year <i>(based on position)</i>	\$4,370 – \$3,005 per year <i>(based on position)</i>
<b>PREMIUM LISTING</b>	—	\$675 per year	\$940 per year
<b>PREMIUM PLUS LISTING</b>	—	\$1,050 per year	\$1,300 per year
<b>E-NEWSLETTER</b>			
<b>TILE BUTTON</b>	125 x 125 pixels	\$525 per month (\$140/wk)	\$550 per month (\$145/wk)
<b>BANNER</b>	468 x 60 pixels	\$525 per month (\$140/wk)	\$550 per month (\$145/wk)
<b>TEXT AD</b>	6 lines of text	\$735 per month (\$195/wk)	\$770 per month (\$200/wk)

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