



Advertising Rates

Standard Rates by placement period months

| Description | Size in pixels | 1 Month | 3 months | 6 months | 12 months |
|--------------------|----------------|---------|----------|----------|-----------|
| Discount | | | 6% | 10% | 30% |
| Website | | | | | |
| Interstitial Page | 640 x 480 | 3,250 | 9,165 | 17,550 | 27,300 |
| Leaderboard Banner | 728 x 90 | 2,250 | 6,345 | 12,150 | 18,900 |
| Skyscraper | 120 x 600 | 1,800 | 5,076 | 9,720 | 15,120 |
| First Rectangle | 300 x 100 | 1,200 | 3,384 | 6,480 | 10,080 |
| Second Rectangle | 300 x 100 | 1,000 | 2,820 | 5,400 | 8,400 |
| Full Banner | 468 x 60 | 1,200 | 3,384 | 6,480 | 10,080 |
| Second Banner | 468 x 60 | 1,000 | 2,820 | 5,400 | 8,400 |
| Third Banner | 468 x 60 | 900 | 2,538 | 4,860 | 7,560 |
| Bottomboard | 728 x 90 | 1,150 | 3,243 | 6,210 | 9,660 |
| Video Ad | 300 x 250 | 3,400 | 9,588 | 18,360 | 28,560 |

*Expandable rollover banner (40% premium charge)

E-mail Advertising

| | | | | | |
|--------------------|-----------|-------|-------|-------|--------|
| Leaderboard Banner | 728 x 90 | 1,850 | 5,217 | 9,990 | 15,540 |
| Rectangle #1 | 300 x 250 | 1,100 | 3,102 | 5,940 | 9,240 |
| Rectangle #2 | 300 x 250 | 1,000 | 2,820 | 5,400 | 8,400 |
| Skyscraper | 120 x 600 | 1,500 | 4,230 | 8,100 | 12,600 |
| First Full Banner | 468 x 60 | 1,200 | 3,384 | 6,480 | 10,080 |
| Vertical Banner 1 | 120 x 240 | 1,200 | 3,384 | 6,480 | 10,080 |
| Second Full Banner | 468 x 60 | 900 | 2,538 | 4,860 | 7,560 |
| Vertical Banner 2 | 120 x 240 | 900 | 2,538 | 4,860 | 7,560 |
| Third Full Banner | 468 x 60 | 800 | 2,256 | 4,320 | 6,720 |

Ad Specifications

Final creative files for the website must be in .gif or .jpg format and under 100kb in size. Animated gifs must be used in place of flash files. No animated ads are allowed in E-mail advertising and are exclusive to website advertising.

File Submission via FTP

IP (Host): 204.232.177.61

Username: ARW_FTP

Password: Rid56

Directory: Advertising Drop Box

Questions? Contact Us!

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