

AGING WELL DIGITAL ADVERTISING

2010 Online Ad Rates	1x	3x	6x	9x	12x
Homepage - Run of Site					
Leaderboard (728 x 90 pixels)	\$1,720	\$1,685	\$1,655	\$1,615	\$1,575
Large Square Banner (240 x 240 pixels)	\$1,465	\$1,440	\$1,415	\$1,375	\$1,340
Half Banner - Top Position (240 x 60 pixels)	\$785	\$765	\$740	\$725	\$695
Half Banner - Middle Position (240 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
Half Banner - Bottom Position (240 x 60 pixels)	\$395	\$385	\$375	\$365	\$355
Horizontal Button - Middle (240 x 120 pixels)	\$1,015	\$995	\$980	\$950	\$920
Horizontal Button - Bottom (240 x 120 pixels)	\$675	\$660	\$650	\$635	\$615
Skyscraper (120 x 480 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Vertical Banners (120 x 240 pixels)	\$990	\$970	\$950	\$930	\$905
Square Button (128 x 128 pixels)	\$680	\$665	\$650	\$635	\$620
Home Page Only					
Full Banner - Top Position (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Full Banner - Middle Position (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Full Banner - Bottom Position (468 x 60 pixels)	\$595	\$580	\$570	\$560	\$540
Topic Index					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Article Page					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
e-Newsletter Rates					
Full banner - Top Sponsor (468 x 60 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Full Banner - Middle Sponsor (468 x 60 pixels)	\$1,325	\$1,295	\$1,265	\$1,235	\$1,205
Full Banner - Bottom Sponsor (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Half Banner - Within Content (234 x 60 pixels)	\$935	\$905	\$895	\$875	\$855
Square Banner (240 x 240 pixels)	\$1,650	\$1,610	\$1,575	\$1,535	\$1,500
Skyscraper (120 x 480 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Vertical Banner (120 x 240 pixels)	\$1,375	\$1,345	\$1,315	\$1,285	\$1,260
Vertical Button (120 x 120 pixels)	\$825	\$810	\$795	\$775	\$750

DIGITAL MEDIA SPECIFICATIONS

Website Banners

Accepted formats: .jpg, .gif (animated or not),
Flash .swf, custom script adds.
(Note: Files without extensions will not be accepted.)

e-Newsletter Banners

Accepted formats: .jpg, .gif (animated or not).
(Note: Flash, custom scripts, and files without extensions
will not be accepted.)

All rates are based on a 30-day posting.

E-Mail Marketing Specifications

- Images in .jpeg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word Document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.
- No "image-only designs." Use HTML to create design, 40/60 image to text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.