



EZine (Online) Per Issue Rates

(effective 6/01/2009)

Size/Frequency	1X	3X	6X	12X
Full-Page	239	219	199	179
1/2 Page	179	159	149	134
1/3 Page	139	129	119	109
1/4 Page	119	109	99	79
1/8 Page	94	84	79	69
Add For:	1X	3X	6X	12X
* Home Page Banner	30	27	25	23
* Weekly Alert Banner	30	27	25	23
* Both Banners Combo	45	41	37	34
Banners Only	Per/Mo			
Home Page Banner	49.99			
Weekly Alert Banner	49.99			
Both Banners Combo	74.99			

* Banner ads run while advertiser is in current Issue

Note: EZine advertisements and banner ads will link back to advertiser's website home page unless another URL is specified by advertiser.

Specs

Ad Size	Option 1	Option 2	*Full-Bleed
Full Page	7.25" X 9.50"		8.75 X 11.25
1/2 Page	7.25" X 4.75"	3.75" X 9.50"	
2/5 Page	7.25" X 4.00"	3.00" X 9.50"	
1/3 Page	7.25" X 3.25"	2.50" X 9.50"	
1/4 Page	4.75" X 3.75"	3.75" X 4.75"	
1/8 Page	3.75" X 2.50"		

Banner Ads: 200X60 pixels, JPEG, PNG or GIF Format

* Please keep critical copy within 7.25" X 9.50" on full-bleed ads

All artwork must be in one of the following formats: (in order of preference): TIFF, PSD, EPS, PDF Resolution: 300DPI, Color Mode: sRGB or Greyscale

Questions?

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