

Ad Packages:

	Impressions	CPM	Monthly
Premium	60,000	\$12.00	\$720
Advanced	50,000	\$13.00	\$520
Basic	30,000	\$14.00	\$420

All packages include

- Varied Banner sizes (728 x 90; 300x 250; 160 x 600)
- Additional impression can be purchased at above CPM rates
- Rotation throughout the site (ROS)
- Minimum 3 month contract. *Early termination will result in advertiser being invoiced at open rates for any impressions that have run.*

Unique/Creative Opportunities

Page Curl	30,000		\$500
Floater/Slide	30,000		\$600

- *Page Curls are ROS; additional impressions can be purchased*

Video 10,000 (minimum buy) \$ 20.00 \$200
 ROS In banner video advertising ; *additional impressions can be purchased; CPM does not include video production (separate fees may apply). Maximum 30 sec video commercials (recommended size is 15 sec)*

Open Rates:

	Impressions	CPM	Monthly
ROS Banner Advertising	10,000 (minimum buy)	\$25.00	\$250

Varied Banner sizes (728 x 90; 300x 250; 160 x 600); banners are ROS; additional impressions can be purchased;

- Targeted sections: add an additional \$2.00 CPM to any of the above rates
- Rich Media ads are acceptable, please contact us for costs (Expandable banners, video, Flash, etc)
- **Existing Print Advertisers receive an additional 10% discount from above rates**

Email Newsletter Advertising: \$500

Emailed to over 14K opt-in subscribers with each send

Contract discounts: 6x = 10% 12x=20% 24x = 30%

- Published and sent twice per week
- Varied Banner sizes (728 x 90; 300x 250; 160 x 600)
- *Ad locations may vary and are up to the sole discretion of publisher*
- **Note:** Discounts are applicable on current open rate of \$50 CPM. Advertiser will receive written notice in the event of a rate increase or subscriber (rate base) increase during the contract period. If the published rate changes during the contract period, Advertiser may cancel the remaining period of the contract with written notification to the company without any rate penalty for non-fulfillment.

Enhanced Directory Listing \$50 per month

- \$600 billed annually
- Appears on top in up to 2 Categories in the Business Listings
- Logo, Web link, email, map
- In-depth business description

Enhanced Directory Listing & Tile AD \$99 per month

- All items in Enhance Directory Listings + plus Tile ad: 160x90 pix
- This option is currently only available for the following categories
 - Dining
 - Health
 - Camps