

## Standard Web Page Positions

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
Banner header (468 x 60 pixels)	\$2,962	\$2,666	\$2,399	\$2,162	\$1,955	\$1,659
Skyscraper Left / Right (120 x 600 pixels)	\$2,370	\$2,133	\$1,926	\$1,733	\$1,570	\$1,332
Banner Footer (468 x 60 pixels)	\$2,074	\$1,866	\$1,688	\$1,511	\$1,363	\$1,155
Button Left / Right (120 x 300 pixels)	\$1,184	\$1,067	\$963	\$859	\$785	\$667

## Premium Web Page Positions

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
Banner header (Home Page)	\$5,184	\$4,665	\$4,206	\$3,792	\$3,421	\$2,903
Skyscraper Left / Right (Home Page)	\$4,146	\$3,732	\$3,362	\$3,021	\$2,739	\$2,325
Banner Footer (Home Page)	\$3,629	\$3,273	\$2,933	\$2,651	\$2,399	\$2,029
Button Left / Right (Home Page)	\$2,074	\$1,866	\$1,674	\$1,511	\$1,363	\$1,155
Banner header (Forum Index or Search Page)	\$4,444	\$3,998	\$3,599	\$3,243	\$2,933	\$2,489
Skyscraper Right (Forum Index or Search Page)	\$3,554	\$3,199	\$2,873	\$2,591	\$2,229	\$1,985
Banner Footer (Forum Index or Search Page)	\$3,110	\$2,799	\$2,518	\$2,266	\$2,059	\$1,747
Button Left / Right (Forum Index or Search Page)	\$1,778	\$1,599	\$1,436	\$1,303	\$1,170	\$992

Randomly Served Themed Placements by Subject / Product Category

+ 25% on Standard Position Rates

## Multiple Insertion Discount (Applicable to Standard and Premium bookings)

Number of Insertions	Discount	Examples
2-3 categories	-5%	Button (Standard) shown in 3 categories for 1 month Total cost = \$1,184 -5% x 3 categories x 1 month = \$3,374.40
4-5 categories	-10%	Skyscraper (Standard) shown in 4 categories for 1 month. Total cost = \$2,370 -10% x 4 categories x 1 month = \$8,532.00
6+ categories	-15%	Banner Header (Standard) shown in 6 categories for 1 month. Total cost = \$2,962 -15% x 6 categories x 1 month = \$15,106.20

### Short Rate Policy

Advertising frequency commitments not met in contract period will be short rated.

 Creative sales resource Inc.

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626.836.3106

www.creativesalesresource.com