

## AD INFORMATION

Type of Ad                      Cost

<b>468x60 Full Banner</b>	1x \$150	2x \$135	6x \$125	12x \$110	24x \$95
<b>234x60 Half Banner</b>	1x \$125	2x \$90	6x \$80	12x \$70	24x \$60
<b>Issue Sponsorship</b> (includes prominent Logo placement in 2 locations, link, 1 full banner ad)	2x \$400	6x \$365	12x \$325	24x \$300	
<b>Classified Ad</b> (Runs for 1 month)	25 words or less, \$40; additional words \$1.50 each. Bold face 15 words or less, \$50; additional words \$3.00 each.				
<b>Custom Ad</b> (ie. Sweepstakes, unusual size...)	<a href="#">Email for quote</a>				
<b>Email Campaign</b>	<p><b>Monthly – without a commitment</b> \$250 per email – includes designing Emailer, mailing it out to your list and providing statistics \$250 one-time set up fee</p> <p><b>6 month rates:</b> \$250 per email – includes all design and set up fees, we do the design, mailing it out, and provide statistics \$125 one-time set up fee</p> <p><b>9 month rates:</b> \$250 per email – includes all design and set up fees, we do the design, mailing it out, and provide statistics <i>You will receive your last month free.</i> \$50 one-time set up fee</p> <p>We will write an article in the GFeNews to spotlight your business.</p> <p><b>12 month rates:</b> \$250 per email – includes all design and set up fees, use of our list, we do the design, mailing it out, and provide statistics <i>You will receive your last two months free.</i> No set up fee</p> <p>We will write two feature articles in the GFeNews to spotlight your business.</p> <p>** (Add \$400 per email for rental of our list)</p>				
<b>Write-Ups</b>	Article to appear in Business Spotlight or Vendor Spotlight Section: \$200				

## **GENERAL COMMENTS**

All specifications apply to all ads.

- Creative must be in working order before it is sent to GFeNews.
- Creative must be able to be run outside before it is sent to GFeNews.
- All creative will be sent back to the agency/advertiser to fix, and no make goods will be provided for a late start date due to creative that does not meet our ad specs.
- All impressions on banner pop-up creative will count via the banner, not the pop-up.
- Advertisers must provide GIF ads in conjunction with all Rich Media, to serve as a default.
- All Rich Media ads must be submitted at least 10 working days prior to launch for testing purposes.
- All ad units must launch a new browser when clicked on.

## **CUSTOM ADVERTISING**

GFeNews works with its advertisers to create dynamic and unique advertising ideas that surpass traditional web advertising concepts. GFeNews reserves the right to reject any inappropriate, indecent or unacceptable ads.