



Advertising Rates and Information

Package	Ad Size	Monthly Rate	CPM Rate	Medium	Frequency
*Title Sponsor	720x90	\$2,500	\$10.00	Site and e-mail	Permanent
*Skyscraper	200x600	\$1,875	\$7.50	Site and e-mail	Permanent
*Middle Banner	468x60	\$1,500	\$6.00	Site and e-mail	Permanent
Bottom Banner	720x90	\$500	\$2.00	Site and e-mail	Permanent
*Premium Sidebar	200x150	\$1,250	\$5.00	Site only	Rotating
Sidebar Button (3)	200x150	\$375	\$1.50	Site only	Rotating

* - indicates ad placement "above the fold;" ad will be seen without scrolling.

- The Hayride's readership as of Jan. 25, 2010 is roughly 25,000 page views per week, or 100,000 per month – more than a tripling of the site's traffic in December (28,000 page views). As such, monthly rates reflect a projected average traffic of combined site and e-mail traffic of 250,000 page views over the six-month life of an ad contract.
- Advertisers on the Hayride may choose to lock in a package rate based on monthly contract rates (good through August 31, 2010) or by CPM (cost per thousand page views). Advertisers may also choose to cap monthly expenditures at the posted rate plus 25 percent in the event average monthly site traffic rises above 250,000.
- All creative must be supplied by advertiser. The Hayride can generate creative for an additional \$100 fee. Acceptable image formats include JPEG and GIF (including animated GIF).
- The Hayride accepts as payment credit cards (through PayPal) and checks. We offer prepayment discounts for six-month ad contracts of 10 percent (for monthly-rate clients) and 20 percent (for CPM clients at agreed-upon volumes).

Site Advertising Map

Title Sponsorship Leaderboard (720x90)



Skyscraper
(200x600)

Sidebar
Button
(200x150)

Middle Banner (468x60)

Sidebar
Button
(200x150)

Sidebar
Button
(200x150)

Sidebar
Button
(200x150)

Bottom Banner (720x90)