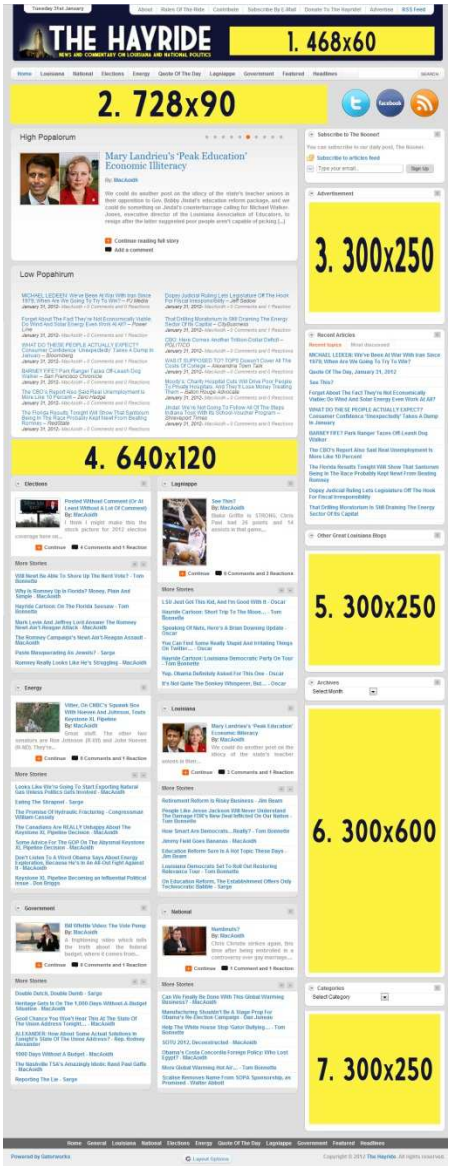
THE HAYRIDE

NEWS AND COMMENTARY ON LOUISIANA AND NATIONAL POLITICS

2012 Advertising Rates

Effective Feb. 1, 2012



WEBSITE ADVERTISING

No.	Size	Position	Monthly	CPM
1	468x60	Upper Right Masthead	$2,000	$4.00
2	728x90	Top Leaderboard	$3,000	$6.00
3	300x250	Top Sidebar Rectangle	$2,500	$5.00
4	640x120	Mid-Site Banner	$1,500	$3.00
5	300x250	Sidebar Rectangle	$1,200	$2.40
6	300x600	Sidebar Wide Skyscraper	$2,000	$4.00
7	300x250	Sidebar Rectangle	$1,200	$2.40

Additional information

- The Hayride's readership as of February 1, 2012 is roughly 650,000 per month based on traffic from January 2012. Monthly rates, based on permanent placement in ad spaces denoted in above table and on site map, reflect a projected average traffic of 500,000 page views over the fourth quarter of 2011 and January 2012. CPM (cost per thousand impressions) advertising is available at a minimum purchase of 100,000 impressions at rates reflected in above table.

- All creative must be supplied by advertiser. The Hayride can generate creative for an additional $100 fee. Acceptable image formats include JPEG, PNG and GIF (including animated GIF). If ads are in a different format, contact our sales representative.

- The Hayride accepts as payment credit cards (through PayPal) and checks. We offer prepayment discounts for three-month ad contracts of 15 percent (for monthly-rate clients) and 10 percent (for CPM clients at agreed-upon volumes).

- Cost-per-click (CPC) advertising is available for all ad spaces on the site with a standard rate of $0.50 per click.