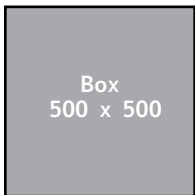
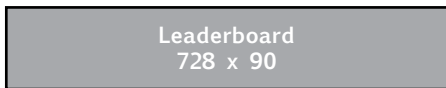


**RATE CARD B3**  
effective May 2011



**PLACEMENT:**  
Subject To Availability

- **FILE SIZE:** 25k max
- **COLOR:** RGB
- **RESOLUTION:** 72dpi
- **FORMAT \*:** GIF, JPEG or PNG
- **LINKS:** Link address must be provided with reservation form

\* **We will not accept Flash files:**  
For your banner ad to be seen across all digital platforms, we recommend you DO NOT use Flash files. GIF or JPEG is preferred.

## website ad rates

Size	Monthly Rate	Yearly Rate
Leaderboard	\$450	\$4590
Full Banner	\$250	\$2550
Box	\$550	\$5610

## banner dimensions

	W	x	H
Leaderboard	728	x	90
Full Banner	468	x	60
Box	500	x	500

## general information

No refunds for ads cancelled less than one week before scheduled ad date.  
 All Ads must be received one week before ad is scheduled to go live on site.  
 All ads must be named with advertising company.  
 A linking URL must be submitted along with each ad.  
 Ad space is not guaranteed after space reservation expires.  
 Publishers Development must approve all ads and promotional copy.  
 All website banner ads are posted on the 1st and 15th of each month.

## send all banner ad files to:

**Linda Peterson** | Production Director  
*email:* linda.peterson@pubdev.com  
*phone:* (858) 605.0200 ext. 264