

Online Advertising

Newly enhanced *monitordaily* banner and text sponsorship offerings, coupled with full website rotation and popular content proximity features, ensure maximum visibility and audience engagement.

WEBSITE BANNERS

With the launch of our new *monitordaily* website in mid-2011, homepage banners are now much larger and available in two sizes to maximize visibility. Our online banner offerings benefit from full rotation throughout the entire website including all daily and weekly e-news linked story pages.

Leaderboard — Top

Our most exclusive and visible banner ad! The leaderboard is located at the top of every *monitordaily* page and enjoys “line-of-sight” visibility. Rotation is limited to only seven (7) advertisers.

Box Medium Rectangle — Right Side

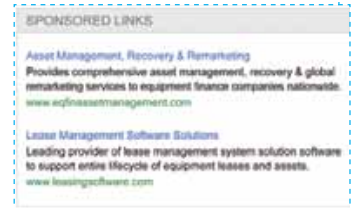
Our new box banner zones run alongside our most popular content and are prominently displayed on the right side of the *monitordaily*'s most viewed pages including our daily news stories. Both static and animated (i.e., Flash) banners can be accommodated.

As an added value, banner advertisers' company logos appear in the *monitordaily* sponsor index in both the print and digital editions of the *Monitor* for the duration of their contract.



BANNER TYPE	CONTRACT COST (DURATION)			DIMENSIONS
	1 YEAR	6 MONTHS	3 MONTHS	
Leaderboard	\$5,950	\$3,270	\$1,950	728 x 90
Top Box Rectangle	3,295	1,795	1,080	300 x 250
Bottom Box Rectangle	2,995	1,650	990	300 x 250

Dimensions are in pixels, width by height. All Web advertising rates are subject to change without notice.



EXPANDED VIEW TEXT SPONSORSHIP AD

COMPLETE ONLINE AD SPECIFICATIONS & REQUIREMENTS

Please request our complete online specifications guide from your sales rep before creating your banner. It contains detailed specifications, recommendations and coding (ClickTAG) requirements for Flash. Or, you can download it at: <http://www.monitordaily.com/advertising/web-specifications.pdf>

TEXT SPONSORSHIP ADS

Text sponsorship ads provide a quick, easy Web advertising solution without any design/production, while delivering informative text-based advertising for your organization. Text sponsorship ads rotate throughout the entire *monitordaily* website, including daily and weekly linked news story pages, and are SEO sensitive to improve click-through performance.

AD TYPE	CONTRACT COST (DURATION)	
	1 YEAR	6 MONTHS
Text Sponsorship Ad	\$1,450	\$895

All Web advertising rates are subject to change without notice.

TEXT SPONSORSHIP AD REQUIREMENTS

Text sponsorship ad space is limited. Please supply text as follows:

- Line 1:** **Bold Headline/Call to Action Line** — Single line only, cannot exceed 50 characters including spaces and punctuation.
- Lines 2/3:** **Body Copy/Description** — Two lines only, limit text to 120 characters including spaces and punctuation.
- Line 4:** **URL (live hotlink)** — Active URL only, other text will not be considered. URL cannot exceed 50 characters.

Other text ad recommendations can be found in our online specifications guide: <http://www.monitordaily.com/advertising/web-specifications.pdf>

CONTACT DENISE FINEGAN FOR ONLINE ADVERTISING DETAILS

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