



FlyFishinSalt.com

2007 ONLINE RATE CARD

EFFECTIVE DATE: MAY 1, 2007

AD POSITIONS

AD TYPE	LOCATION	SPOTS AVAILABLE	PRICE
LEADERBOARD 728X90 TOP OF SITE	Top of page COMMON TO ALL PAGES	4 in rotation	\$900 per month
CPM PREMIUM 300X250 SQUARE	Top right side of page COMMON TO ALL PAGES	CPM only / impression based	\$11.50 CPM
HORIZONTAL BANNER 468X60 HORIZONTAL	Top of page below logo COMMON TO ALL PAGES	4 in rotation	\$850 per month
SQUARE 1 180X150 SQUARE	Right column middle COMMON TO ALL PAGES	4 in rotation	\$290 per month
SQUARE 2 180X150 SQUARE	Right column bottom COMMON TO ALL PAGES	4 in rotation	\$175 per month
BOTTOM LEADERBOARD 468X60 BOTTOM OF SITE	Bottom of page COMMON TO ALL PAGES	1 exclusive 100% SOV	\$575 per month
SPOTLIGHT	Homepage spotlight	2 spots linked to advertorial	\$290 per month
SPECIAL OFFERS TEXT LINKS	Right column middle COMMON TO ALL PAGES	5-10 spots Text-only one-line links	\$175 per month
LANDING PAGES 180X150 SQUARE CENTER OF PAGE	Main Section NEWS, GEAR, TECHNIQUES, SPECIES, TRAVEL, BOATS, ENGINES, ELECTRONICS	1 exclusive per section	\$290 per month
REGION DESTINATION 180X150 SQUARE CENTER OF PAGE	Region level section GUIDES AND DESTINATIONS	1 exclusive per region	\$290 per month
GUIDES & DESTINATIONS DIRECTORY LISTING & CUSTOM AD PAGE, LEADS, CONTACT FORM	Premium Guide	Annual listing	\$290 per year
VIDEO WINDOW 468X60 BANNER	Video pop-up window	4 in rotation	\$575 per month
VIDEO PRE-ROLL 320X240	15 sec. streaming pre-roll	1 exclusive per category	\$1,450 per month
PHOTO GALLERY WINDOW 468X60 BANNER	Gallery pop-up window	4 in rotation	\$575 per month

COMMON ON ALL 3 FISHING SITES

GUIDES & DESTINATIONS DIRECTORY LISTING & CUSTOM AD PAGE, LEADS, CONTACT FORM	Premium Accommodation	Annual listing	\$575 per year
BUSINESS DIRECTORY CUSTOM ADVERTISER MESSAGE PAGE, LEADS, CONTACT FORM	Business	Annual listing	\$1,150 per year
FORUMS LEADERBOARD 728X90 TOP OF SITE ALL FORUMS SF/MA/FFSW	All Forums pages	4 in rotation	\$1,150 per month
FORUMS RIGHT SIDE 180X150 SQUARE	All Forums pages	Right side of forum in rotation	\$575 per month



LEAD GENERATION

POLLS OR SURVEYS	Run of site right column	1 spot per month	\$575 per month
CONTEST OR SPECIAL PROMOTION	Contest section	Runs 90 days	\$2,300 each
INCLUDES ENEWS LINK, SITE BANNER, LISTING ON MAIN CONTEST PAGE			
ENEWSLETTER SPONSORSHIP	Monthly eNews standard	4 spots	\$290 per issue
120X240 OR SAME AS AREA TEXT/LINK			
CUSTOM ADVERTISER ENEWSLETTER	Custom email	1 exclusive	\$1,150 per issue
SPECIAL ADVERTORIAL CUSTOM EMAIL			

WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
LEADERBOARD	728 x 90 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
HORIZONTAL BANNER	468 x 60 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
SKYSCRAPER	160 x 600 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
CPM PREMIUM SQUARE	300 x 250 pixels 72 dpi	30 kb max	Gif, Jpg, Swf: include Fla file
SQUARE 1, 2 OR LANDING	180 x 150 pixels 72 dpi	20 kb max	Gif, Jpg, Swf: include Fla file
ENEWSLETTER	120 x 240 pixels 72 dpi	15 kb max	Gif, Jpg
PRE-ROLL VIDEO	320 x 240 pixels 15 Seconds 30 frames per second 22 Khz mono	600 kbps video 64 kbps	Flv Supply click-thru URL

NOTE: Electronic materials required. Interactive Advertising Bureau standards and guidelines apply.

PRODUCTION CHARGES - \$75 PER HOUR (NET)

STATIC GIF / JPG	Up to 728 x 90 pixels	Electronic photo and text supplied by client	\$115
FLASH / ANIMATED GIF	Up to 728 x 90 pixels	Electronic photo and text supplied by client	\$290

SPECIAL AD UNITS

Pop-ups, Pop-under, Floating and Full-page Blocking Ads

Call for availability and quote.

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- In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
- Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or

- quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
- All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- All ads run on a prepay basis until credit is approved.