

Rate Card

ON-LINE ADVERTISING

Ad Unit	Ad Size (pixels)	Position	Term	Rate
Tile	125 x 125	Homepage, left column	1 month	250
			3 months	225 per mo
			6 months	200 per mo
			1 year	175 per mo
Sponsor spotlight (limited availability)	varies	Homepage	1 month	350
			3 months	325 per mo
			6 months	300 per mo
			1 year	275 per mo
Banner (limited availability)	468 x 60	Homepage	1 month	450
			3 months	425 per mo
			6 months	400 per mo
			1 year	375 per mo

EZINE ADVERTISING (MONTHLY EZINE)

Ad Unit	Ad Size (pixels)	Position	Term	Rate
Tile	125 x 125	Varies	1 month	350
			3 months	325 per mo
			6 months	300 per mo
			1 year	275 per mo
Banner (limited availability)	368 x 60	Varies	1 month	450
			3 months	425 per mo
			6 months	400 per mo
			1 year	375 per mo

SEMINAR SPONSORSHIPS (limited availability)

- (1) Seminar \$500.00
- (3) Seminars \$450.00 Each (\$1350 total)
- (6) Seminars \$400.00 Each (\$2,400 total)

SPONSORSHIP BENEFITS:

- Table at Seminar;
- Mention in email advertising for seminar; and,
- Back cover ad of Speakers' Handout or full page flyer at seminar (must provide camera ready ad) (additional \$100.00 for both)

Advertising and Sponsorship Contract

Web Advertising:

Tile Ad
 ___ 1 month \$250 ___ 3 months \$675 ___ 6 months \$1200 ___ 1 year \$2100
 Sponsor Spotlight Ad
 ___ 1 month \$350 ___ 3 months \$975 ___ 6 months \$1800 ___ 1 year \$3300
 Banner Ad
 ___ 1 month \$450 ___ 3 months \$1275 ___ 6 months \$2400 ___ 1 year \$4500

Ezine Advertising:

Tile Ad
 ___ 1 month \$350 ___ 3 months \$975 ___ 6 months \$1800 ___ 1 year \$3300
 Banner Ad
 ___ 1 month \$450 ___ 3 months \$1275 ___ 6 months \$2400 ___ 1 year \$4500

Seminar Sponsorships:

_____ (1) Seminar \$500.00
_____ (3) Seminars \$450.00 Each (\$1,350 total)
_____ (6) Seminars \$400.00 Each (\$2,400 total)

Name/contact person: _____

Company: _____

Billing Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

Visa/Master Card Account No. _____

Expiration _____ **CVV code on back of card** _____

Signature: _____

Check Enclosed _____ **Total Remittance or charge:** _____

Mail or fax to: Pincus Communications, Inc., 22647 Ventura Blvd. #512, Woodland Hills CA 91364 FAX: 877-858-3849 Phone: (818) 591-7430

ONLINE FORMAT AND GUIDELINES

Length of Contract: Contract length starts from date ad is placed on website.

Files: All image files must be submitted in either a JPEG or GIF file format. Files must be sized as outlined above. Please submit via email, FTP, or CD.

Deadlines: Image files must be submitted at least 10 days prior to the ad start date. Ezine is sent on the 15th of each month.

Storage: Pincus Communications, Inc. does not keep copies of electronic files. Advertisers must retain their original copies.

File naming: Documents and electronic ad files should be named by the advertiser's name and, if applicable, the month of the ezine or the name of the seminar.