

2011 RATE CARD

Site Wide Banner

Site Wide Banners are displayed in a randomized order (randomized daily) on the right side of the page. Banner dimensions: 234px wide and up to 100px tall

Our rates are calculated based on \$2/cpm and adjusted annually based on the previous year's page views. For example, in 2010 we had 373,080 page views. At \$2/cpm that is \$746/year for a site wide banner. In subsequent years the **cost may rise** based on increased traffic but **the value** will always remain the same at \$2/cpm.

BASE RATE

6 Month (\$400) and 1 year (\$746) contracts available

Feature Sponsorship

Advertisers are able to sponsor an entire feature area. Your banner will appear at the top center of every page of the feature area. For example, if you sponsor the "Classifieds" feature, your ad appears atop every page of classifieds. Our features have been grouped into two tiers.

| Tier One Features: <i>6 Month (\$400) and 1 year (\$746) contracts available</i> | Tier Two Features: <i>6 Month (\$200) and 1 year (\$360) contracts available</i> |
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| Back Country Reports | Ride Share |
| Classifieds | News |
| Event Calendar | Meeting Rooms |
| Daily Horoscope | Bulletin Board Locations |
| Take-Out Menus | Directory Categories |
| Tide Tables | |
| <i>*Have an idea for a new section? You sponsor it and we'll provide it!</i> | |

See reverse for web site traffic information