DIGITAL ADVERTISING RATES *(per month)*

AD UNIT	STANDARD	NON-PROFIT
Site Overlay	$7,500	$4,000
Run of Site (Leaderboard)	$6,000	$4,500
Run of Site (Square)	$4,000	$3,000
Home Page (Leaderboard)	$4,000	$3,000
Home Page (Square)	$3,000	$2,250
Leaderboard (One Section)	$2,000	$1,500
Square (One Section)	$1,500	$1,200

ONLINE ADVERTISING SPECIFICATIONS

AD DIMENSIONS IN PIXELS:
Leaderboard   728 x 90
Square   300 x 250

- Ad size needs to be no larger than 30K.

- An animated gif will repeat only three times.

- Below are instructions for Flash, however, we highly recommend that you run a static ad, as Flash does not work on Apple's iPad, iPhone and many other mobile devices. With a static ad you will get better impressions and click-throughs. We will continue to run your Flash ad if it follows the Flash instructions below, but we cannot guarantee impressions with Flash.

FLASH INSTRUCTIONS:

1. Flash ads must be a swf file.

2. Flash ads must be accompanied by a separate static, non-animated jpg or gif "fallback" image.

3. In order for clicks to be registered, the Flash ad needs to use the clickTAG standard which allows an ad server to pass on the click URL. If the URL is hardcoded into the Flash file, it will not register clicks.

4. Target should be set to open in a new window and maximum file size for the swf is 200k.
   Information on the clickTAG parameter is available on the Adobe/Macromedia site:
   http://www.adobe.com/resources/richmedia/tracking/designers_guide/
   A target can be defined after the clickTAG parameter (i.e. on (release) {getURL (clickTAG,"_new");}

5. Important: The ad server doesn't support Flash 10.2, Flash 11, or Flash 12. Make sure that your Flash (SWF) files are Flash 10.1 or lower.