



## 2011 Rate Card


(Net pricing. Effective January 1, 2011. Subject to availability and subject to change without notice.)

 Web*	1 mo.	3 mos.	6 mos.	12 mos.	Creative Dimensions	Creative File Format
Box	\$1,295	\$3,795	\$7,395	\$14,495	300px x 250px	.gif .jpg .swf
Leaderboard	\$1,140	\$3,315	\$6,420	\$12,585	728px x 90px	.gif .jpg .swf
Wide button	\$600	\$1,745	\$3,380	\$6,625	300px x 60px	.gif .jpg .swf

\* Rates based on 7,500 monthly impressions - see sizes below

 E-mail Newsletter*	1 newsletter	8 newsletters	24 newsletters	Creative Dimensions	Creative File Format
Half Skyscraper	\$175	\$1,350	\$3,850	180px x 300px	.gif .jpg
Full Skyscraper	\$350	\$2,750	\$8,050	180px x 600px	.gif .jpg
Leaderboard	\$350	\$2,750	\$8,050	728px x 90px	.gif .jpg
Text ad	\$225	\$1,750	\$5,150	Text ad - no more than 120 words and 5 lines in length	

\* Newsletters are e-mailed out each Tuesday and Thursday to approx. 5000 subscribers.

 **Dedicated mailing\*** \$840 \* A mailing with your creative is sent to WTN subscribers.

### How our web advertising works

- Each time a visitor views one of our pages, ads are displayed.
- Each plan at left is based on 7,500 impressions per month, where an impression means the ad being displayed on a page one time.

### Additional file specs for supplied materials

- Web images should be in GIF, JPG, or SWF (Flash) format.
- Flash banners must use the clickTAG standard.
- Animated GIFs and Flash banners should loop no more than 3 times or be animated for no more than 15 seconds.
- E-mail ads may be in GIF or JPEG format only. No Flash. Note that widely used e-mail software displays only the first frame of a GIF animation.
- Find more specs for display and e-mail ads at wtnmedia.com.
- Custom programs available on request.

Contact us at [sales@wistechnology.com](mailto:sales@wistechnology.com) or (608) 438-1007. For additional information and updates on ads sizes and specifications, go to [www.wtnmedia.com/advertising](http://www.wtnmedia.com/advertising).