

• **Size specifications & Prices for ads**

Web advertising option	Size	Price
Web listing (only) - inside category page	5 lines of text	\$ 75/year
National page - Top three positions on either side (fixed)	200 x 80 pixels	\$600/year
National page - Center, above covers - rotating (4 positions available only)	400 x 80 pixels	\$600/year
National page - Center, below covers - rotating (4 positions available only)	400 x 80 pixels	\$300/year
National page - Top-right (header) banner - rotating (4 positions available only)	200 x 160 pixels	\$600/year
National page - Below 3rd position	200 x 80 pixels	\$300/year
Edition page - Top right (header) banner - rotating (4 positions available only)	200 x 160 pixels	\$400/year
Edition page - Top 3 banners on either side of page (6 available)	200 x 80 pixels	\$400/year
Edition page - Below 3rd position (on either side)	200 x 80 pixels	\$300/year
Edition page - Below 3rd position (on either side)	200 x 160 pixels	\$500/year
Edition page - Center, below flip book - Rotating banner (4 positions available only)	400 x 80 pixels	\$300/year
Edition page - Center, below rotating banner	400 x 80 pixels	\$500/year
Edition page - Center, below rotating banner	400 x 160 pixels	\$900/year
Category page - Top right (header) banner - rotating (4 positions available only)	200 x 160 pixels	\$250/year
Category page - next to web listing	200 x 80 pixels	\$100/year
Category page - Web listing / Web banner combo (fixed)	200 x 80 pixels	\$175/year
Category page - Web listing / Web banner combo (flip)	200 x 80 pixels	\$200/year
Category page - right side top 3 positions (3 available)	200 x 80 pixels	\$100/year
Category page - right side top 3 positions (3 available)	200 x 160 pixels	\$300/year
Category page - right side below third position	200 x 160 pixels	\$125/year
Category page - right side below third position	200 x 80 pixels	\$75/year
Option - use a flip banner (up to 3 slides)	any size	\$25

• **Design rate promotions**

Ad size	Design rate
any size fixed banner	\$ 20
any size flip banner	\$ 30 (up to 3 slides)
Web design	Call to inquire

Prices will not be prorated; website is updated monthly.

Prime placement on the web is subject to availability and corporate approval. No prime placement on the web will be guaranteed without payment in full.

THE SIDELINES **Barn Book™**

Shapes shown are only representations of the proportions of web banners.

Actual size visible on website depends on client computer display and browser settings.

When submitting artwork, it should be sized at the specified pixel values with a 72 dpi resolution and RGB color mode.

Accepted formats are: .jpg, .png and .gif. In rotating positions no animated .gif may be used.



200 pixels wide x 80 pixels high



200 pixels wide x 160 pixels high



400 pixels wide x 80 pixels high



400 pixels wide x 160 pixels high