



## ONLINE ADVERTISING RATES

*\*All rates are per month*

	1 month	3 months	6 months	12 months
<b>eNewsletter (daily e-mail)</b>				
1st position Ad* w/button (120 x 90)	\$3,200	\$3,050	\$2,900	\$2,800
2nd position Ad* w/button (120 x 90)	\$3,000	\$2,850	\$2,700	\$2,600
<i>*Text ads - 4 lines at 728</i>				
<b>Home page</b>				
Horizontal banner (728 x 90)	\$4,000	\$3,700	\$3,500	\$3,300
1st Rectangle (300 x 250)	\$2,500	\$2,400	\$2,300	\$2,200
2nd Rectangle (300 x 250)	\$2,400	\$2,300	\$2,200	\$2,100
<b>News/Feature pages</b>				
Horizontal banner (728 x 90)	\$4,000	\$3,700	\$3,500	\$3,300
1st Rectangle (300 x 250)	\$2,500	\$2,400	\$2,300	\$2,200
2nd Rectangle (300 x 250)	\$2,400	\$2,300	\$2,200	\$2,100

### Graphics Specifications:

jpeg or gif (static or animated) format at 72 pixel per inch (not to exceed 40K)

flash swf (not to exceed 40K)

**Note:** We will attempt to implement ad code, advertisers must provide the ad code via email. We use BanManPro to display and track ads on airforce-magazine.com.