



Innsbrook Today Banner and Button Advertising

Innsbrook Today Online is a dynamic and interactive medium for your advertising initiatives. Innsbrook Today Online users are actively engaged with the Innsbrook Today content they have selected. It is at this point, where your ad makes its greatest impact. You can compliment your print campaign with Innsbrook Today Magazine or become an exclusive InnsbrookToday.com advertiser by having a banner or button ad presence on InnsbrookToday.com.

“Advertisers who communicate through offline media brands can achieve greater impact by adding an online component from the corresponding Web site(s) into their media plan.”

Source: Michael Zimbalist, executive director of the Online Publishers Association.

“67% of all managers and professionals access the Internet regularly from work.”

Source: The Department of Commerce/U.S. Census report, "A Nation Online," released in February 2002

“More than 60% of business decision makers recommended including the Internet in an advertising campaign aimed at reaching them.”

Source: Washingtonpost.com study conducted with Nielsen/NetRatings @plan and MORI research released Sept 9, 2002

Investment:

Banner Advertising: Monthly: \$400 per month Quarterly: \$1,080 (10% off) Annual: \$4,080 (15% off)	Button Advertising: Monthly: \$250 per month Quarterly: \$675 (10% off) Annual: \$2,550 (15% off)
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Ad Specs:

Creative Acceptance: Banner and Button sizes accept standard gif files. Rich media accepted for Banners only: HTML, CGI, Shockwave, Enliven, Java, JavaScript, Flash

Creative Specs:

InnsbrookToday.com requires a "normal link" from InnsbrookToday.com and the advertisers' web site. Advertiser must incorporate the back button function from the advertisers web site back to InnsbrookToday.com.

Banner: 468x60, 15k max file size, top of all pages except home page

Button: 120x90, 8k max file size, right side of all pages except home page

Sign up today to be an Innsbrook Today Online Advertiser by calling your Sales Representative at 804-217-8830!

**Innsbrook Today reserves the right to adjust banner and button pricing at any time.*