

## **Advertising Rates 2005**

---

Ads may link to client web site or custom page.\*

### **Home Page:**

<b>Banner:</b>	<b>\$500/month</b>
<b>Tile:</b>	<b>\$200/month</b>
<b>Skyscraper:</b>	<b>\$400/month</b>

### **Inside Positions:**

News, Sports, UMass Hoop, Entertainment, Business, Health, Classifieds, Marketplace, Weather, Obituaries, Living, Hampshire Life, Politics, and Search. *Choose one.*

<b>Banner:</b>	<b>\$250/month</b>
<b>Tile:</b>	<b>\$100/month</b>
<b>Skyscraper:</b>	<b>\$200/month</b>

Ad spaces may be shared with up to 5 advertisers.  
Add 50% to price for exclusive positioning of your ad.

Measurement of ad impressions and click-through yield is provided by AdDesktop.com at no extra charge.

Prices include ad creation of GIF or JPG creatives.  
Flash animations quoted on request.

### **Creative Specifications:**

Banner Specs: 468 pixels wide by 60 pixels high. (45k max)

Tile Specs: 120 pixels wide by 90 pixels high. (12k max)

Skyscraper Specs: 120 pixels wide by 600 pixels high. (50k max)

GIF JPG or SWF format. Looping animation accepted.

**Over 500k page views every month**

**Over 50k unique users every month**

\*All custom Web services quoted on request.

Hosting - Development - E.commerce - Coupon pages

**Call 413.585.5274**  
**internetsales@gazettenet.com**

**New England Associated Press**  
**News Executives Association**  
**Cyber Site of the Year Award**  
1998, 1999, 2001

gazettenet.com LOCAL NEWS AND INFORMATION ONLINE ANY TIME - CLICK HERE.

The screenshot displays the homepage of gazettenet.com. At the top, there are navigation links for Home, News, Sports, Entertainment, Business, Classifieds, and Notices. A main headline reads "Swimmer displays smarts at heat of July 1st" with a sub-headline "From: [unreadable]". Below this is a photo of a swimmer in a colorful suit. To the right, there are several promotional banners, including one for "October 1-3, 2004" and another for "Feelin' Good". The left sidebar contains a "Weather" section, "Sponsored Links", and "Magazines". The main content area features a "This week's Hampshire Life" section with a list of articles under "Stories in today's Gazette". The right sidebar includes a "Click here" section with a "Feelin' Good" banner and a "Local news" section for WWTN-TV. At the bottom, there is a "Daily Market" section and a "Daily Search" box.