

RATE SHEET - 2010

Ad Type	Size	Location	Pages	Fee 1x Per Month	Fee 3x Per Month (Total)	Fee 6x Per Month (Total)	Fee 12x Per Month (Total)
Banner	468px x 60px	Top	Home, Resources, Blog, Discussion	\$935	\$900 (\$2700)	\$865 (\$5190)	\$815 (\$9780)
Banner	468px x 60px	Top	All Other	\$775	\$750 (\$2250)	\$725 (\$4350)	\$685 (\$8220)
Sidebar Button	120px x 60px	Above "Fold"	Home, Resources, Blog, Discussion	\$260	\$250 (\$750)	\$240 (\$1440)	\$230 (\$2760)
Sidebar Button	120px x 60px	Above "Fold"	All Other	\$205	\$200 (\$600)	\$195 (\$1170)	\$185 (\$2220)
Sidebar Button	120px x 60px	Below "Fold"	Home, Resources, Blog, Discussion	\$230	\$225 (\$675)	\$215 (\$1290)	\$205 (\$2460)
Sidebar Button	120px x 60px	Below "Fold"	All Other	\$185	\$180 (\$540)	\$175 (\$1050)	\$165 (\$1980)
Sidebar Skyscraper	120px x 240px	Above "Fold"	Home, Resources, Blog, Discussion	\$775	\$750 (\$2250)	\$725 (\$4350)	\$685 (\$8220)
Sidebar Skyscraper	120px x 240px	Above "Fold"	All Other	\$620	\$600 (\$1800)	\$580 (\$3480)	\$550 (\$6600)
Sidebar Skyscraper	120px x 240px	Below "Fold"	Home, Resources, Blog, Discussion	\$695	\$675 (\$2025)	\$655 (\$3930)	\$615 (\$7380)
Sidebar Skyscraper	120px x 240px	Below "Fold"	All Other	\$555	\$540 (\$1620)	\$525 (\$3150)	\$495 (\$5940)
Sidebar Skyscraper	120px x 400px	Above "Fold"	Home, Resources, Blog, Discussion	\$1135	\$1100 (\$3300)	\$1065 (\$6390)	\$1000 (\$12000)
Sidebar Skyscraper	120px x 400px	Above "Fold"	All Other	\$905	\$880 (\$2640)	\$855 (\$5130)	\$805 (\$9660)
Sidebar Skyscraper	120px x 400px	Below "Fold"	Home, Resources, Blog, Discussion	\$1020	\$990 (\$2970)	\$960 (\$5760)	\$905 (\$10860)
Sidebar Skyscraper	120px x 400px	Below "Fold"	All Other	\$815	\$790 (\$2370)	\$765 (\$4590)	\$720 (\$8640)

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Sidebar Skyscraper	120px x 600px	Above "Fold"	Home, Resources, Blog, Discussion	\$1545	\$1500 (\$2250)	\$1455 (\$8730)	\$1365 (\$16380)
Sidebar Skyscraper	120px x 600px	Above "Fold"	All Other	\$1235	\$1200 (\$3600)	\$1165 (\$6990)	\$1095 (\$13140)
Sidebar Skyscraper	120px x 600px	Below "Fold"	Home, Resources, Blog, Discussion	\$1390	\$1350 (\$4050)	\$1310 (\$7860)	\$1230 (\$14760)
Sidebar Skyscraper	120px x 600px	Below "Fold"	All Other	\$1110	\$1080 (\$3240)	\$1050 (\$6300)	\$985 (\$11820)
Link Tab Sponsorship	36px x 210px (max)	Link Tab Row	Books, Links, News, Periodicals, Software,	\$260	\$250 (\$750)	\$240 (\$1440)	\$230 (\$2760)
Blog Sponsorship	TBD		WONK Blog	\$415	\$400 (\$1200)	\$385 (\$2310)	\$365 (\$4380)