

## SAILING BREEZES INTERNET MAGAZINE

### New Online Advertising Package

#### 74,000 page views

Sailing Breezes Internet Magazine offers an online advertising package to get your advertising in front of your customers by Delivering more than 74,000 page views to 15,000 unique visitors in any 30-day period.

We offer two ad sizes that rotate randomly on our most popular pages, including the *Sailing Breezes* home page, Waterfront Classifieds page, Multi-List Boat Brokerage page and Articles pages, in order to maximize their effectiveness:

**Leaderboard ads** appear on the top or bottom of a page.

**Rectangle ads** appear on the right side of a page.

#### Rates

Ads run for 3,000 impressions, guaranteed, before next payment is due. An impression is defined as each time the ad is displayed on a page during a page view. Price is per ad for 3,000 impressions.

#### Price Size

\$165	Leaderboard (728 x 90) online only
\$139	Leaderboard (with eighth page or larger print ad)
\$120	Rectangle (300 x 250) online only
\$ 99	Rectangle (with eighth page or larger print ad)

#### Media

Common ad file formats are accepted as .gif, .jpg, .png, .swf (Flash). Ads are clickable, please supply a click-thru URL to your landing page.

The screenshot shows the Sailing Breezes website interface. At the top, there is a navigation bar with 'CONTACT US' and 'HOME' links. Below this is a banner for the '30 St. Maarten Heineken Regatta' with the text '30 years of Serious Fun! March 4 to 7, 2010'. The main content area features an article titled 'Wind Wars : Sailing the North Channel to Meldrum Bay' by Terry Lynn Johnson. On the left side of the article, there is a photo of a boat with the caption 'Little Current bridge is seen in the distance.' On the right side, there is a 'Rectangle' ad for 'Quality time' featuring a sailboat and the text 'Quality time' and 'Northern Breezes'. Below the article, there is another photo of a boat with the caption 'There were at least ten other sailors gathered on the dock to help lasso the Cat. One of the best things about sailing is the easy friendships you can'.