



**2008 Media Kit River News Now Website Advertising Opportunities**

Associating with one of the fastest growing websites has never been easier. River News Now can place your ads dynamically, section, category or feature specific. You have the option of exclusively positioning your ads on content pages relative to your product. Helping you better monetize your advertising campaign and advertising dollars.

**Rotating Ad Units that are Available Include:**

1. Leaderboard - 728 x 90 (35k size limit) CPM available
2. Banner - 468 x 60 (18k size limit) CPM available
3. Skyscraper - 160 x 600 (40k size limit) CPM available
4. Button Ads 160 x 160 (18k size limit)
5. Simple Weblink

**CPM Pricing Run-of-Site:**

1. Leaderboard - \$30 CPM (10,000 minimum)
2. Banner - \$25 CPM (10,000 minimum)
3. Skyscraper - \$30 CPM (10,000 minimum)

**Advertising Campaign Pricing:**

	3-months	6-months	12-months
Leaderboard	\$ 270.00	\$ 459.00	\$ 766.00
Banner	\$ 180.00	\$ 306.00	\$ 504.00
Skyscraper	\$ 225.00	\$ 382.00	\$ 630.00
Button Ad	\$ 120.00	\$ 204.00	\$ 336.00
Weblink <i>static</i>	\$ 60.00	\$ 102.00	\$ 168.00

\$200.00 minimum order

1. River News Now reserves the right to refuse certain ads and certain ad formats
2. Ad programs are billed quarterly
3. Advertisers may request monthly traffic reports, additional charges may apply
4. All advertising programs include a hyperlink in the River News Now Weblink section
5. Campaigns can generally commence 24 hours after receipt of artwork, and payment arrangements have been approved



**Special Network Rates Available**

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