

2010 Advertising Rates and Layout

Advertising on Outdoor Track and Trail is broken down by state/province. There are four ad slots on every page except for the national pages (homepage, news, techtips, etc.). The four ad slots are: Top Leaderboard, Left Skyscraper, Right Skyscraper, and the Bottom/Middle Leaderboard.

Single State/Province Ad – 12 month price

This option allows your company to choose one of the four possible ad slots and the ad will run on that state/province page and all the location pages associated with that state/province.

Cost

Top Leaderboard (728x90 pixels)	\$20/month
Left Skyscraper (120x600 pixels)	\$20/month
Right Skyscraper (120x600 pixels)	\$20/month
Bottom/Middle Leaderboard (728x90 pixels)	\$18/month

Single State/Province Ad – 6 month price

This option allows your company to choose one of the four possible ad slots and the ad will run on that state/province page and all the location pages associated with that state/province.

Cost

Top Leaderboard (728x90 pixels)	\$25/month
Left Skyscraper (120x600 pixels)	\$25/month
Right Skyscraper (120x600 pixels)	\$25/month
Bottom/Middle Leaderboard (728x90 pixels)	\$23/month

Single State/Province Ad – Per month price

This option allows your company to choose one of the four possible ad slots and the ad will run on that state/province page and all the location pages associated with that state/province.

Cost

Top Leaderboard (728x90 pixels)	\$45/month
Left Skyscraper (120x600 pixels)	\$45/month
Right Skyscraper (120x600 pixels)	\$45/month
Bottom/Middle Leaderboard (728x90 pixels)	\$43/month

Multiple States/Provinces Ad – 10 or more

This option allows your company to choose one of the four possible ad slots on multiple states/provinces and the ad will run on those states/provinces pages and all the location pages associated with those states/provinces.

Cost

Top Leaderboard (728x90 pixels)	\$10/month
Left Skyscraper (120x600 pixels)	\$10/month
Right Skyscraper (120x600 pixels)	\$10/month
Bottom/Middle Leaderboard (728x90 pixels)	\$ 8/month

National Ad – 12 month price

This option allows your company to choose one of the three possible ad slots and the ad will run on the national pages (Homepage, News, Techtips, Contact Us, About Us, Choose A Location, etc.).

Cost

Top Leaderboard (728x90 pixels)	\$20/month
Left Skyscraper (120x600 pixels)	\$20/month
Right Skyscraper (120x600 pixels)	\$20/month

Ad Policies

Outdoor Track and Trail reserves the right to:

- refuse any advertising on the basis of editorial discretion.
- terminate advertising at any time for any reason.
- label an ad as “Advertisement” if it cannot be easily distinguished from content.

Products and/or services advertised by external organizations on the Outdoor Track and Trail website are in no way endorsed by Outdoor Track and Trail.

Customer supplied artwork must adhere to any and all trademark and copyright laws.

Advertiser branding, i.e., logo or name, must appear on all advertising.

Advertising is sold on a first come, first served basis.

Ads are to be furnished by the advertiser.

A maximum of 1 advertiser on any one banner at any time is our policy at this time. This is subject to change at the discretion of Outdoor Track and Trail. Advertisers will be notified if this changes.

Ad changes: \$45 per ad change in 6 month contract; \$25 per ad change in 12 month contract; payment for ad changes must be made in advance.

Submitted artwork: File size limit – 40K

Ad file types accepted: GIF, PNG, or JPG file

Ads with white or near white backgrounds must have a black 1 x 1 pixel border around the edge of the design.

Requests for ad space or questions,

Outdoor Track and Trail

P. O. Box 380813

Birmingham, AL 35238

Email: info@outdoortrackandtrail.com