

## 2012 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)	\$12/month
Left Skyscraper (120x600 pixels)	\$12/month
Right Skyscraper (120x600 pixels)	\$12/month
Bottom/Middle Leaderboard (728x90 pixels)	\$10/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)	\$18/month
Left Skyscraper (120x600 pixels)	\$18/month
Right Skyscraper (120x600 pixels)	\$18/month
Bottom/Middle Leaderboard (728x90 pixels)	\$16/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 on a month to month basis.

### **Cost**

Top Leaderboard (728x90 pixels)	\$30/month
Left Skyscraper (120x600 pixels)	\$30/month
Right Skyscraper (120x600 pixels)	\$30/month
Bottom/Middle Leaderboard (728x90 pixels)	\$30/month

## **Multiple States/Provinces Ad – 10 or more – 12 month price**

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)	\$8/month/slot
Left Skyscraper (120x600 pixels)	\$8/month/slot
Right Skyscraper (120x600 pixels)	\$8/month/slot
Bottom/Middle Leaderboard (728x90 pixels)	\$6/month/slot

## **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)	\$16/month
Left Skyscraper (120x600 pixels)	\$16/month
Right Skyscraper (120x600 pixels)	\$16/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 with refund of remaining ad term cost.
- 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 policy is subject to change at the discretion of Outdoor Track and Trail. If changed this policy would not be instituted mid-run of an ad term.

Ad changes: \$40 per ad change in 6 month contract; \$20 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. Others will be considered, but not necessarily accepted.

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**

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