

2011 WEB RATES (Net)

(Effective Jan. 1, 2011)

Silicone Newsletter

Leaderboard Exclusive	728 pixels wide by 90 pixels high	<u>12 Months</u>	Not Available
Skyscraper	120 pixels wide by 240 pixels high		\$ 3,570
Half Banner	234 pixels wide by 60 pixels high		\$ 3,060
Embedded	468 pixels wide by 60 pixels high		\$ 2,500

Latex Newsletter

Leaderboard Exclusive	728 pixels wide by 90 pixels high	<u>12 Months</u>	Not Available	<u>6 Months</u>
Skyscraper	160 pixels wide by 60 pixels high		\$ 2,550	\$ 1,320
Half Banner	234 pixels wide by 60 pixels high		\$ 2,040	\$ 1,020
Embedded	468 pixels wide by 60 pixels high		\$ 1,800	

Globaltirenews.com

Leaderboard	728 pixels wide by 90 pixels high	<u>12 Months</u>	\$11,220	<u>1 Month</u>	Not Available
Half Banner	234 pixels wide by 60 pixels high		\$ 2,800		\$ 1,130
Skyscraper	250 pixels wide by 600 pixels high		\$ 5,050		\$ 1,680

Daily Newsmail

Banner	468 pixels wide by 60 pixels high	<u>Per Day</u>	\$ 300	<u>Per Week</u>
Skyscraper	120 pixels wide by 240 pixels high			\$ 970

Technical Library

Leaderboard	728 pixels W by 90 pixels H	<u>12 Months</u>	\$ 4,080	<u>12 Months</u>	\$ 2,040	<u>12 Months</u>	\$ 1,020
Skyscraper	250 pixels W by 600 pixels H	<u>Run of Site</u>	\$ 3,060	<u>Specific Industry</u>	\$ 1,530	<u>Specific Paper</u>	\$ 765
Banner	234 pixels W by 60 pixels H		\$ 2,040		\$ 1,020		\$ 510

RUBBERNEWS.com

Leaderboard	728 pixels W by 90 pixels H	<u>1 Month</u>	\$ 3,360	<u>3 Months</u>	\$ 5,050	<u>6 Months</u>	\$ 6,730	<u>12 Months</u>	\$ 11,220
Interstitial	640 pixels W by 500 pixels H		\$ 5,000		\$ 7,000		\$ 9,000		\$ 15,000
Half Banner	234 pixels W by 60 pixels H		\$ 1,220		\$ 1,935		\$ 2,675		\$ 4,700
Square	250 pixels W by 250 pixels H		\$ 1,530		\$ 2,345		\$ 3,085		\$ 5,120
Rectangle	240 pixels W by 400 pixels H		\$ 2,155		\$ 3,200		\$ 4,320		\$ 7,155
Button	120 pixels W by 90 pixels H		\$ 925		\$ 1,390		\$ 1,790		\$ 2,960
Rich Media-Video			\$ 3,360		\$ 6,730		\$10,000		\$13,460

FILE SIZE: Silicone Newsletters, Latex Newsletter, Global Tire News.com and Daily News Mail

Advertisements that run on RPN email products should be no larger than 22K if advertiser wants to be 100% compatible. Ads can be larger than that but advertiser assumes the responsibility of their ads possibly getting stripped out of a users email browser because it is read as spam.

Advertiser should submit only a static image. Many email programs will not accept flash and will truncate an animated banner after the first screen.

FILE SIZE: RubberNews.com, Technical Library, Rubber Directory and Buyers Guide

- ▶ For Flash file, 15KB maximum initial download; 40KB maximum total download
- ▶ Gif formatted ads - 25KB maximum ▶ SWF formatted ads - 50 KB to 75 KB maximum
- ▶ All ad files may be animated

Required file modification described at: <http://www.craini2i.com/flash/single-click.html>