

MONEY-ZINE.COM 2008 WEBSITE RATE CARD

RATE CARD 5
EFFECTIVE DATE: April 2008

WEBSITE AD PRICING

AD TYPE	LOCATION	SPOTS AVAILABLE	PRICE / MONTH	CPM
BANNER - TOP	ALL PAGES	1 SPOT	\$1,600 / MONTH	\$6.75
BANNER - BOTTOM	ALL PAGES	1 SPOT	\$900 / MONTH	\$3.75
SKYSCRAPER	ALL PAGES	1 SPOT	\$1,500 / MONTH	\$6.00
BUTTON	ALL PAGES	UP TO 4 SPOTS	\$700 / MONTH	\$3.00

WEBSITE AD REQUIREMENTS

AD TYPE	SIZE (PIXELS)	WEIGHT	FILE SIZE (MAX)	TYPES
BANNER - TOP	468 x 60	72 DPI	15 KB	GIF / JPG
BANNER - BOTTOM	468 x 60	72 DPI	15 KB	GIF / JPG
SKYSCRAPER	160 x 600	72 DPI	15 KB	GIF / JPG
BUTTON	160 X 90	72 DPI	5 KB	GIF / JPG

NOTES:

- **FLASH / ANIMATED GIFF** – MONEY-ZINE.COM DOES NOT CURRENTLY ACCEPT FLASH, EXTREME ANIMATION, VIDEO OR AUDIO ADS
- **APPROPRIATE CONTENT** – ALL ADS ARE SUBJECT TO APPROVAL. IN GENERAL, GAMBLING, DATING AND ADS DEEMED TO HAVE PROVACATIVE CONTENT ARE PROHIBITED.
- **TEXT LINKS** – WHEN USING A BUTTON TO CREATE A TEXT LINK, TEXT SHOULD BE NO GREATER THAN FOUR LINES AND 130 CHARACTERS.
- **NOFOLLOW** – MONEY-ZINE.COM IS OFFERING ADVERTISING SPACE ON ITS WEBSITE – NOT LINKS FOR THE BENEFIT OF SEARCH ENGINE POSITIONING. THEREFORE, THE NOFOLLOW ATTRIBUTE OR TAG WILL BE USED ON ALL ADVERTISEMENT HYPERLINKS.

1. In consideration of publication, Advertiser and its Agency agree to indemnify and hold Money-Zine.com harmless against any expense or loss by reason of any claims arising out of publication.

2. All contents of advertisements are subject to Money-Zine.com's approval. Money-Zine.com reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Money-Zine.com shall not be liable for any costs or damages if for any reason Money-Zine.com fails to publish an ad.

3. Conditions, other than rates, are subject to change by Money-Zine.com without notice. Rates are subject to change upon notice from the Money-Zine.com.

4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.

5. Positioning of Advertisements is at the discretion of the Money-Zine.com except where request for a specific position is acknowledged, in writing, by the Money-Zine.com.

6. Money-Zine.com is not liable for delays in delivery in the event of an Act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Money-Zine.com affecting production or delivery in any manner.

7. No conditions other than those set forth on this Rate Card shall be binding on the Money-Zine.com unless specifically agreed to in writing by the Money-Zine.com.

8. Money-Zine.com has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Money-Zine.com for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.

9. All advertisements are accepted and published by the Money-Zine.com on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof.

10. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Money-Zine.com harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

11. All ads run on a prepay basis until credit is approved.

Send Advertising Materials to:

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E-MAIL: editor@money-zine.com TEL: 908-451-4890

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