

AD PLACEMENT, SIZES AND RATES

www.midwayjournal.com

Ad Placement:

Midway Journal currently offers two different ad space sizes and locations for client ads on a single page. Sizes and locations for ads are indicated here, as they would appear on the Web site: that is, ads will appear on the right side and across the bottom of designated pages. Ad rates vary with the size and location per page. There are five (static) pages available for placing ads. Those pages, as they appear in order on the overhead tool bar at the Web site are:

- Back Issues
- Submissions
- About Us
- Contact Us
- Links

No ads will be placed on content pages. This is non negotiable.

Ad Sizes (measured in pixels):

Lower Bottom Wide Banner	width=625 and height=100
Lower Bottom Banner Split (2)	width=310 and height=100
Right Column Split (3)	height=270 and width=132
Skyscraper Right Column	height=815 and width=132

Ad Rates: Currently, Midway is offering flat rates versus rates based on CPM's. This means that as we attract more viewers to the site, your investment with us will increase in value per month and per issue.

Lower Bottom Wide Banner Ad	\$50 per month
	<ul style="list-style-type: none">• \$100 per issue• \$300 per 6 months (3 issues)• \$600 per 1 year (6 issues)

Lower Bottom Banner (spilt) Ad	\$25 per month
	<ul style="list-style-type: none">• \$50 per issue• \$150 per 6 months (3 issues)• \$300 per 1 year (6 issues)

Right Column Ad	\$25 per month
	<ul style="list-style-type: none">• \$50 per issue• \$150 per 6 months (3 issues)• \$300 per 1 year (6 issues)

height=270 and
width=132

\$25 per month

height=270 and
width=132

\$25 per month

height=270 and
width=132

\$25 per month

width=625 and height=100 : \$50 per month

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(Ad Rates Cont.)

If a client wishes to run a skyscraper ad along the right column, the price would be the same as the Lower Bottom Wide Banner (see ad rates above).

Clients looking to maximize their ad visibility will want to place their ads on the either the Submissions page or the About Us page. The Submissions page receives the most hits per issue and About Us receives the second most hits per issue. Issues stay up for two months. We prefer contracts that coincide with our issue schedule, but we will be willing to set up an individual monthly contract if the client wishes to advertise with Midway Journal on a monthly basis or for one month only.

Payment for all contracts can be made up front or can be made monthly.

We will offer additional price breaks to customers who choose to place ads on our Links and Contact Us pages (10%), as these pages receive the fewest hits per issue.

Ads can be sent as jpg's to editors@midwayjournal.com.

Single issue (2 months), six month (3 issues), and one year (6 issues) contracts can be established as per the client's needs. If a client would like to establish a contract longer than one year with Midway Journal, we will be willing to negotiate for both duration and cost.

Clients agreeing to one-issue contracts may renew contracts if the space is still available at the end of said contract. We will not hold an ad space if new clients are seeking to place their ad and negotiations with current client holding that spot have not been made. Current clients, who wish to continue their contracts with Midway, will be notified of the end of their existing contracts with the chance to renew and will be given priority. New contracts for ad space elsewhere in the Journal may be sought otherwise. There are no time limits currently in place for the number of consecutive issues a client chooses to advertise with Midway. Any and all changes made to ad content must be approved by Midway Journal.

Additional Considerations:

For any organization seeking assistance in developing a Web ad, our Web partners Laura Pham and Mari Richards are available to develop and or refine an ad to suit any organization's Web and internet needs and purposes. Any organization seeking assistance from Laura and Mari would need to develop a separate contract with them as to the specificity of its needs. Costs of ad development with Laura and Mari would not affect the price for placing an ad with Midway Journal.

Laura Pham may be contacted at Insommer@yahoo.com and Mari Richards may be contacted at maririchards@yahoo.com.

If you would like additional ad space information, or if you would like to establish an advertising contract with Midway Journal, please direct all inquiries to Ralph Pennel at editors@midwayjournal.com, or call (763) 516-7463.

width=132
height=815

\$50 per
month