

General Ad Rate Card

Cost of ads and ad packages for all clients -
and for those with client-provided artwork



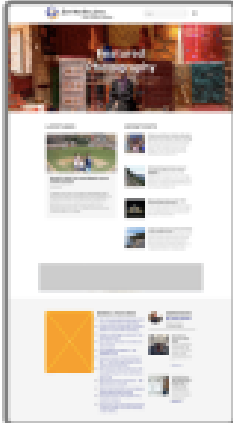
**Homepage
Leaderboard Duo**

Ad Placements: 2

- 1200 x 50 (Ad 1)
- 1200 x 200 (Ad 4)

Duration: 30 days

Price: \$1,200.00



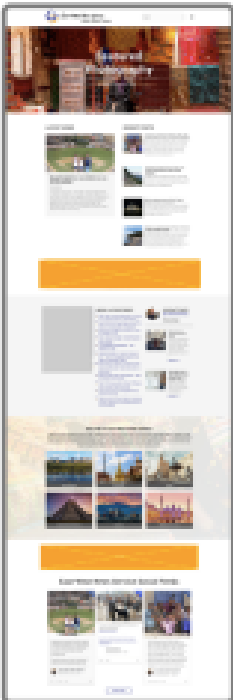
**Homepage
Large Rectangle**

Ad placements: 1

- 370 x 485 (Ad 3)

Duration: 30 days

Price: \$650.00



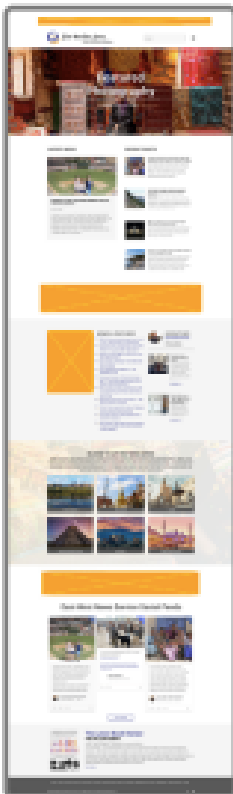
**Additional
Homepage
Leaderboard Duo**

Ad placements: 1

- 1200 x 100 (Ad 2)

Duration: 30 days

Price: \$750.00



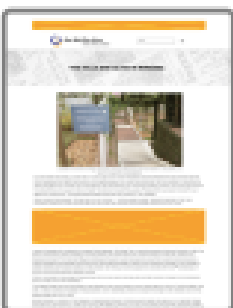
Homepage Takeover

Ad placements: 4

- 1200 x 50 (Ad 1)
- 1200 x 200 (Ad 2)
- 1200 x 200 (Ad 4)
- 370 x 485 (Ad 3)

Duration: 7 days

Price: \$2,495.00



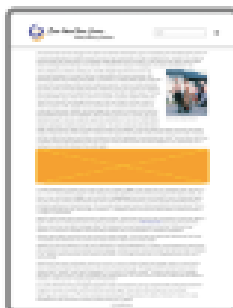
**Interior
Leaderboard Duo**

Ad placements: 2

- 1200 x 50 (Nav)
- 1200 x 200 (Rotating Ad)

Duration: 30 days

Price: \$ 1,000.00



**Mid-Article
Leaderboard**

Ad placements: 1

- 1200 x 200 (Rotating Ad)

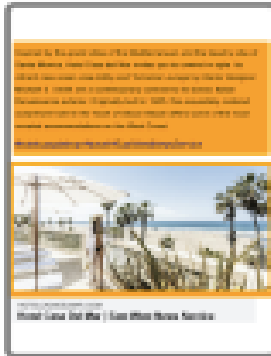
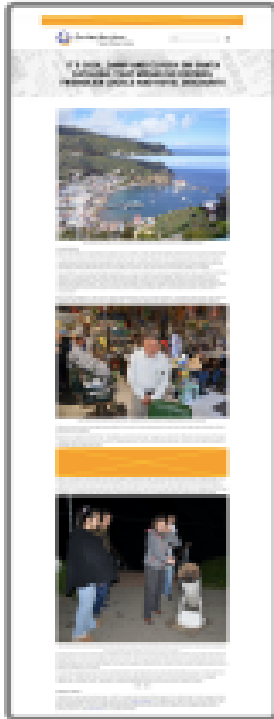
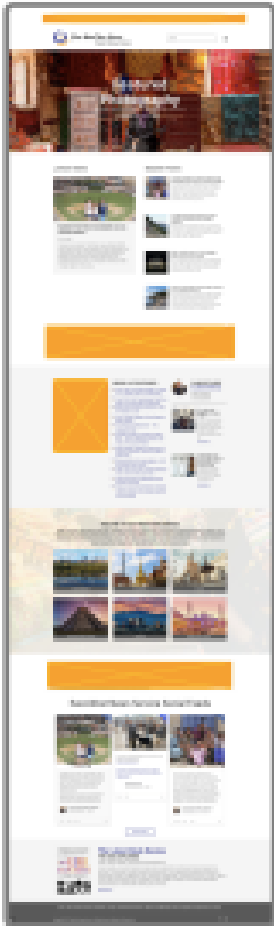
Duration: 30 days

Price: \$700.00

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Full Site Takeover



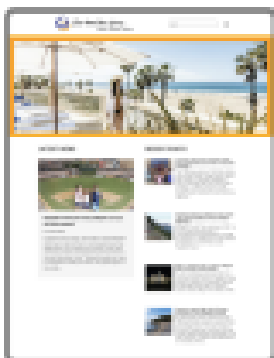
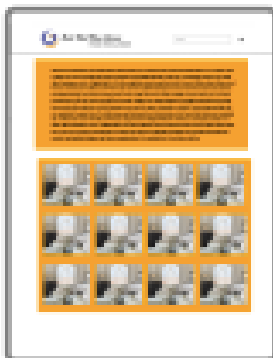
Ad placements: 7

- 1200 x 50 Homepage Leaderboard (Ad 1)
- 1200 x 50 Interior Leaderboard (Nav)
- 1200 x 200 Homepage Leaderboard (Ad 2)
- 1200 x 200 Homepage Leaderboard (Ad 4)
- 370 x 485 Homepage Large Rectangle (Ad 3)
- 1200 x 200 Interior Mid-article Leaderboard
- 1 Featured post on Facebook

Duration: 7 days

Price: \$2,995.00

Photo Essay Advertorial



Ad placements: 1

- 500 words of intro copy and 12 high-resolution photos to be featured as a photo essay on the EWNS website (Marked as Advertorial).
- One featured photo in the Homepage Carousel that links to one interior Photo Essay page with high-res photos and captions (Marked as Advertorial).

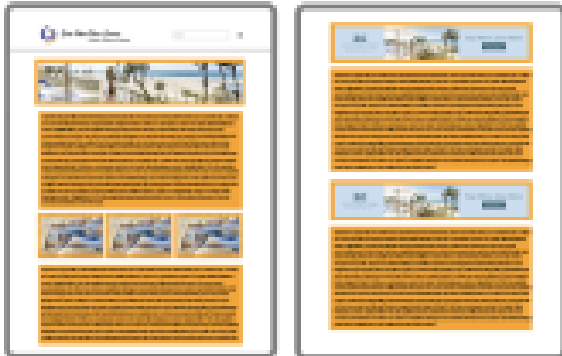
Duration: 30 days

Price: \$2,500.00

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Advertorial Text with Visuals

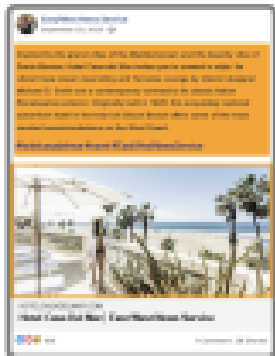


Ad placements: 1

- 800 to 1500-word article with 3 to 5 photos (Marked as Advertorial)
- One homepage leaderboard ad (1200x200 - Ad #2 or #4) that is linked to the interior page featuring the article and the article and photos (Marked as Advertorial).

Duration: 30 days

Price: \$1,500.00

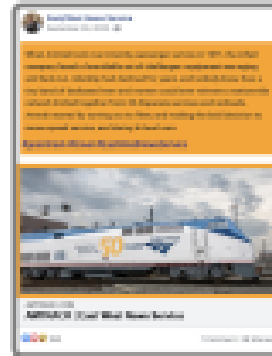


Add-On to Ad Package Featured Facebook Post

Ad Placements: 1

- Featured Facebook Post

Price: \$350.00



Free-standing Featured Facebook Post

Ad Placements: 1

- Featured Facebook Post

Price: \$500.00