


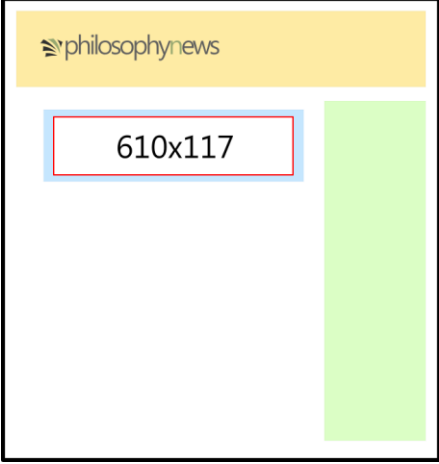


Advertising Rate Card

Thank you for spending your precious advertising dollars with us! We have a growing and dedicated readership that enables you to target your advertising spend to an audience that matters to you.

We price our ads at a flat rate and all ads are priced on a per-month basis. Ads run for 30 days from the initial appearance starting at midnight of the start date to midnight of the end date. All ads show on every page of the site except the search result page. **Exclusive ads** are shown 100% of the time for your ad month in the ad location. **Rotation ads** are shared with other advertisements.

All ads should be submitted as JPG or PNG images in the exact sizes listed below (based on the ad you choose). Ads support a hyperlink to the location you provide. If you'd like us to create the ad image for you, the cost for that is **\$40/ad**. We'll need any logos you want to include and copy.

To set up an advertising contract or if you have special needs or want to talk to us about other advertising arrangements, please contact paulp@philosophynews.com.

Ad space	Cost	Location
468x60 Top banner.	\$120/mo exclusive or \$80/mo shared with one other ad in a rotation. Rotation ads show 50% of the time (ads are swapped each minute on page refresh).	 A diagram showing a yellow header bar with the philosophynews logo on the left and a red-bordered box labeled '468x60' on the right. Below the header, there is a blue rectangular area on the left and a green vertical bar on the right.
610x117 Eyegrabber. Our largest ad space in prime position. Includes navigation for rotation ads.	\$150/mo exclusive or \$100/mo rotation. Rotation ads automatically swap three times without page refresh and include navigation buttons so viewers can go back to your ad at any time.	 A diagram showing a yellow header bar with the philosophynews logo on the left. Below the header, there is a red-bordered box labeled '610x117' on the left and a green vertical bar on the right.
200x200 Sidebar. Top placement in sidebar.	\$70/mo exclusive	 A diagram showing a yellow header bar with the philosophynews logo on the left. Below the header, there is a blue rectangular area on the left and a red-bordered box labeled '200x200' on the right. A green vertical bar is on the far right.
234x60 Sidebar mini. Just below the fold.	\$40/mo exclusive	 A diagram showing a yellow header bar with the philosophynews logo on the left. Below the header, there is a blue rectangular area on the left and a red-bordered box labeled '234x60' on the right. A green vertical bar is on the far right.