



Website Ad Rates and Guidelines

Get Noticed!

The BeverlyToday web site currently has almost 4,000 hits each month! (Oct 2007) Advertising on the BeverlyToday web site is an affordable and effective way to market your business!

We enjoy Partner Ad's advertising because it allows us to focus on running our website.

However,

some advertisers want their ads to appear on specific pages of our site or in specific locations.

We are willing to accommodate that if you prepare the artwork for your ads. Some examples of costs for specific ad locations are given below.

We prefer to display ads that are directly related to our reading audience. However messages about other topics will be considered. We do not display ads related to gambling, pharmacy, term paper services or adult topics, etc.

Contact us by email to reserve space for your ad, to ask a question, or make an offer for advertising on pages that are not described here. Ad space is scheduled on a "first paid - first displayed" basis. Payment in advance will reserve your space and assure that your ad is displayed from month to month without interruption.

Web Site Advertising Guidelines

- Web site advertising is available on a per month basis. To ensure equal opportunity, an advertiser may not purchase more than 3 consecutive months at a time, per page.
- All fees must be paid in advance. Payable with Visa, MasterCard, or by PayPal.
- Advertising rates are subject to change based upon increase/decrease in web traffic.
- BeverlyToday.com reserves the right to censure ads deemed offensive or deceptive.

Ad Rates - Prices are per month with 3 month minimum commitment.

Advertising banner sizes and monthly rates:

Page	half banner 210x60	full banner 420x60	Button #1 125x125	Button #2 125x90	Skyscraper (right side) 120x600
Home Page	N/A	\$55.00	\$35.00	\$30.00	N/A
Premium Interior	\$40.00	\$50.00	\$30.00	\$25.00	\$55.00
Standard Interior	\$35.00	\$45.00	\$25.00	\$20.00	\$45.00
Email Newsletter	Discuss	N/A	N/A	N/A	N/A

Banner/Button Ad Technical Requirements/Specifications

Important: Price above does not include cost of graphic art/production. Please provide your ads as web-ready art (E.g. no word docs, pdf files, etc.) If you are not sure whether your art is web-ready, you may [attach it to an email and send it to our webmaster for review](#).

1. All ads must be submitted as finished. "ready to post" web art. (Art services are available at additional cost by [our Webmaster](#).)
2. All banner ads must be submitted as a single file, 72 dpi, exactly matching the size specifications of the ad space purchased.
3. Banner file size must be < 50 KB.
4. Static file formats accepted: JPEG or GIF
5. Animated file formats accepted: GIF
6. All GIF and JPEG banners will be linked to target a new window with the web address provided.
7. All Flash banners with internal URL links must target a new window.
8. No automatic URL calls are allowed which pop up a new window (user click is required).
9. Ads with no website to link to will be linked to an email message.

[View the Ad Page on our site](#)

Bottom of Page Banner Ads

Full Banner
420 x 60 (Horizontal)

(See next Page for other size ads.)

Right or Left Column Ads

Button #1
125 x 125
Size

Button #2
125 x 90

S
k
y
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c
r
a
p
e
r

1
2
0

x

6
0
0