

E-News Advertising

Ideally suited to support any marketing campaign, *Monitor's* unique Daily E-News Broadcast and Weekly Wrap-Up afford unmatched audience reach for advertisers and sponsors.

DAILY & WEEKLY E-NEWS ADVERTISING

Our most popular media platforms, *monitordaily's* Daily E-News Broadcast and Weekly Wrap-Up are forwarded via e-mail each business day and every Monday (AM), respectively, to an established community of over 6,500 registered subscribers. Each has a unique format and delivery — both ideally suited to heighten brand awareness. Banner or logo/text advertising options are available for each platform affording conversion opportunities.

Daily DURATION	CONTRACT COST (FREQUENCY/INSERTIONS PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$4,975	\$8,955	\$12,685	\$16,420	\$19,030
6 Months	2,950	5,310	7,525	9,735	11,285
3 Months	1,795	3,230	4,575	5,925	6,865

All e-news advertising rates are subject to change without notice.

Weekly Wrap-Up INSERTION/FREQUENCY	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
One Time Per Week	\$6,995	\$3,850	\$2,210

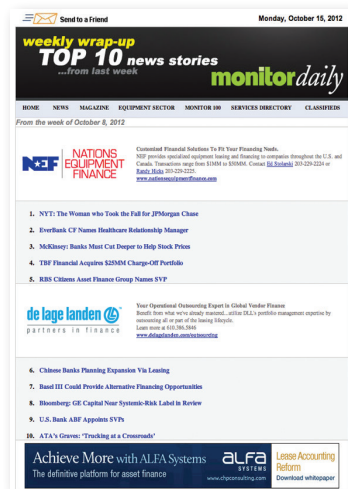
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MONITORMOBILE

New in 2013, *monitordaily* introduces *MonitorMobile*, our new Apple and Android Apps that will give our e-news subscribers the added ability to access news stories “anytime, anywhere” on their mobile devices. This new expanded capability brings another creative way for advertisers to reach their target audience. Banner ads appear in the library, search and news feed sections of the apps.* Ad rotation will be limited to a maximum of only three (3) advertisers.

MonitorMobile INSERTION TYPE	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
Mobile Banner/Blow-in	\$1,695	\$1,165	\$775

*Includes blow-in on the Apple iPad only.



DAILY & WEEKLY E-NEWS AD REQUIREMENTS

BANNER STYLE: 600 pixels wide x 80 pixels tall, JPG or GIF. Maximum file size is 15K. Animation is NOT supported.

LOGO/TEXT STYLE: Company logo/image area is 200 pixels wide x 120 pixels tall, must include 10 pixel white border on top and bottom. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS, TIF or PDF of your logo and we will prepare it for you.

E-news message space is limited. Please supply text as follows:

- Line 1: Bold Headline** — Single line only, cannot exceed 60 characters including all spaces and punctuation.
- Lines 2/4: Body Copy** — Three lines only, please limit text to 220 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.
- Line 5: URL (live hotlink)** — Line 5 is designed to contain an active URL only, other text will not be considered. URL cannot exceed 50 characters including punctuation.

CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

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