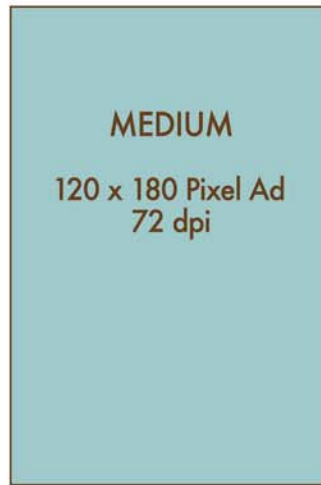


Online Ad Mechanicals

When supplying images or logos for use in your story or ad, please follow these guidelines to ensure successful reproduction.



Sponsorship	Description	Cost Per-Month
Small Banner	120 x 120 pixel ad on the side of story pages	1 month \$95
		3 months \$90
		6 months \$85
		12 months \$80
Medium Banner	120 x 180 pixel ad on the side of story pages	1 month \$150
		3 months \$140
		6 months \$130
		12 months \$120
Large Banner	120 x 240 pixel ad on the side of story pages	1 month \$235
		3 months \$220
		6 months \$205
		12 months \$190
fhi Horizontal Banner	360 x 60 pixel banner for page footer or between articles	1 month \$300
		3 months \$280
		6 months \$260
		12 months \$240



E-Newsletter & Blog Ad Mechanicals

A Weekly e-newsletter that's packed full of relevant information on subjects covered in our online magazine, timely in the media and suggested by viewer/reader questions sent to our website.

Sponsor an *fhi* e-newsletter.
Your logo or photograph will appear with a write-up in our weekly e-newsletter!

Newsletter Pricing Options:

- 1 week - \$175
- 2 or more weeks (per week) - \$150



Blog Topics & Mentions

Make a statement on our Green Mom and Piled Pebbles Blogs, written by former PBS TV Series Host and Health and Nutrition Counselor's two blogs. (both blogs included in prices). Blogs are published on a bi-weekly basis.

Blog Pricing Options:

- Be the Topic of our Blog - \$100
- Blog Mention or link - \$50



Ad Information/Reservation Form

This is to confirm an agreement to place the advertising listed below. Any changes to artwork must be made in writing and received by published deadlines.

Advertiser _____ Client Contact _____
 Billing Address _____ City _____ State/Zip _____
 Bill To: _____ Client Phone _____
 Email _____ Fax _____
 Credit Card Number _____ CC _____
 Type _____ Exp _____ Security Code _____

Banner Ad Rates

	Small 120 x 120	Medium 120 x 180	Large 120 x 300	Banner 360 x 60
1X	95	150	250	300
3X	90	140	235	280
6X*	85	130	220	260
12X**	80	120	205	240

**One free write up in both blogs for a 6 month banner purchase; ** One free dedicated newsletter for a 12 month banner purchase*

Ad Size <u>Check one</u>	Duration <u>Circle One</u>	Section Placement <u>Circle One</u>	Extras <u>List below</u>
___ 120 x 120	1 Month	Her Home	
___ 120 x 180	2 Months	Her Body	
___ 120 x 300	3 Months	Her Family	
___ 360 x 60	4 Months	Her Soul	
		Her Style	
		Her Story	
		Her Purse	
		Her Community	
		Her Travel	
		Her Good Reads	
		Her Last Laugh	

Newsletter Ad Rates: (Circle One)

1 week	2 or more weeks
\$175	\$150

Blog Ad Rates: (Circle One)

Be the Topic of our Blog	Blog Mention or Link
\$100	\$50

Radio Ad Rates: (Circle One)

60-Second Spot	30-Second Spot	On-air Mention
\$75 (per episode)	\$40 (per episode)	\$50 (per episode)