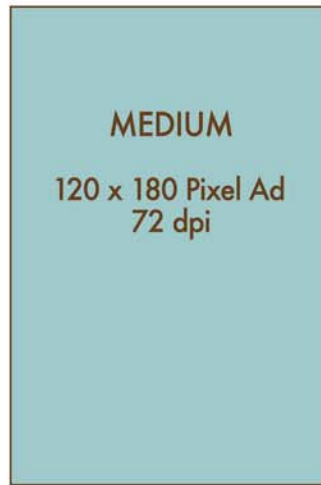


## Online Ad Mechanicals

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
<b>fhi</b> 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





## Radio Ad Mechanicals

Be a permanent part of the worldwide, Seattle and Satellite radio show,  
*A Balanced Life with Beth Aldrich.*

Your commercial spot will be a part of a live taping of the show that is saved as a permanent podcast on Beth's home website: **www.ForHerInformation.com**

*A Balanced Life with Beth Aldrich* is live every Thursday from 12-1pm PST/ 2-3pm CST

### Radio Pricing Options:

*Do you already have your own spot?*

60-second spot - \$75 (per episode)

30-second spot - \$40 (per episode)



*Do you need Beth's producers to make a spot for you?*

**Free of charge** – We will provide you with an ad copy sheet to fill out. Our producers can create and voice-over your spot for you

### On-air Mention:

During the Show on-air "thank you for your support" from Beth - \$50 (per episode)

## 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 x120	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)**

<b>1 week</b>	<b>2 or more weeks</b>
\$175	\$150

**Blog Ad Rates: (Circle One)**

<b>Be the Topic of our Blog</b>	<b>Blog Mention or Link</b>
\$100	\$50

### Radio Ad Rates: (Circle One)

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