



2009 SacMomsClub.com Advertising Rates

Effective December 29, 2008



Advertiser agrees to the terms and conditions in the Annual Advertising Contract, the current rate card, and in the General Information Booklet. (documents are available for review at www.sacbee.com/advertiser/)

Ad Positions

Fixed Rate Per Month thru June 30, 2008

Size	Description	Homepage	Interior	Share of Voice
300x250	Oversized Rectangle	Sponsor	\$1,250	6 Advertisers
160x600	Tower	\$1,000	N/A	6 Advertisers
468x60	Standard Banner	N/A	\$1,000	4 Advertisers
728x90	Leaderboard/Footer	\$1,000 ROS	\$1,000 ROS	2 Advertisers
300x100	Medium Tile (3)	N/A	\$250	4 Advertisers
160x90	Small Tile (4)	\$250	N/A	4 Advertisers
100x100	Enhanced Link	N/A	\$50	1 Advertiser

Sponsorships

Fixed Per Month Rate thru December 28, 2008. See your Account Manager for details

❖ **CO-SPONSOR - \$5,000/month. (Two Available/12-month commitment)**

Includes logo rotation on site header along with "Sponsored by" on every page of site; Industry Exclusivity; Premium 300x250 ad position in rotation on home page; Enhanced Link on Resources page; Logo included in weekly eNewsletter, Site Registration Page, Promotional Online & Print Advertising and Specified Marketing & Event Collateral. Additional opportunity to provide content for site.

❖ **Calendar Sponsorship - \$2,000/month. (one available; 12-month commitment)**

Logo on home page **Calendar** and featured as rollover on **Events** link from all pages; Fixed Standard Banner (468x60) on **Events** page and interior events page; Fixed side tile position (300x100) ROS; Enhanced Link on Links page; "Sponsored by" text included on event features in weekly SacMomsClub eNewsletter; Featured graphic for all sponsor-related event listings on Events page.

❖ **BRAG BOOK SPONSOR - \$1,000/month. (One Available/12-month commitment)**

Includes logo on home page **Brag Book** and featured as rollover on **Brag** link from all pages; Fixed standard banner position (468x60) on **Brag** page and interior Photo Gallery pages; Fixed side tile position (300x100) ROS; Enhanced Link on Links page; "Sponsored by" text included on photo theme contests in eNewsletter; Opportunity to supply prizes for monthly photo contests.

❖ **eNEWSLETTER PACKAGE - \$1,000/week. (One Available per week)**

Includes eNewsletter 468x60 standard banner; promotional blurb and graphic; SacMomsClub.com site page peel and 160x90 tile ad on home page for one week following.