

Advertising Positioning

LAYER 1

Primary Banner Advertisement

Central location, for immediate impression on Northender visitors.

468x60 (RGB) .gif, .jpg, .swf formats



LAYER 2

Top-View Banner Advertisement

Initial impression on hundreds of content-driven Northender jump-pages.

468x60 (RGB) .gif, .jpg, .swf formats

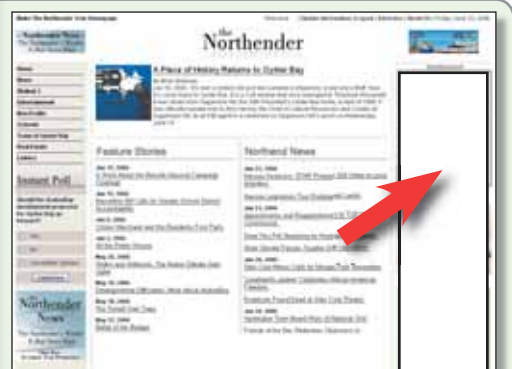


LAYER 1

Primary Skyscraper Advertisement

Set to display on the homepage of Northender, viewed by all referrers to the main site page. The ad spans the entire right-side of the page.

120x600 (RGB) .gif, .jpg, .swf formats



LAYER 2

Content Display Skyscraper Advertisement

Set to display on every content-driven jump page from the main site. Headline Story, Feature Stories, Northender news, Columns. Perfect for multiple placement on dozens of Northender pages.

200x375 (RGB) .gif, .jpg, .swf formats



**LAYER 3
Newsletter
Advertisement**

Central location, for immediate impression on Northender visitors. Weekly penetration to Northender registered users.



468x60 or 728x90 Leaderboards (RGB) .gif, .jpg, .swf formats

Advertising Website Statistics

Northender.com has reported over a 10 fold readership increase within the first year of launch.

Advertisement Costs

Size	Location	Monthly Rate
468x60	LAYER 1 Center, Homepage	\$500
120x600	LAYER 1 Right Side, Homepage	\$500
468x60	LAYER 2 Top Banner, Jump-pages	\$300
120x600	LAYER 2 Right Side, Jump-pages	\$300
468x600	LAYER 3 Top Banner, Newsletter	\$500

Contact a sales representative at sales@northender.com, or you can call Tim at +1 516-624-2555