

# Understanding the Ad-Positions on the Front Page

There are 4 different zones in which your ad can be placed:

## Top Banner:

— size: 728 x 90 pixels

\* this ad appears on all pages

## Side Banner:

— size: 120 x 600 pixels

\* this ad appears on front page only

## Top Right Column:

— size: 300 x 25 pixels

\* this ad appears on front page only

## Middle Right Column:

— size: 300 x 25 pixels

\* this ad appears on front page only

## Advertising Rates (Jan/10):

Top Banner @ \$ 5 a day

Side Banner @ \$5 a day

Middle Right @ \$4 a day

Bottom Right @ \$1 a day

To advertise with The Post & Email, contact our sales department at:

sales@thepostemail.com

## Circulation:

The Post & Email readership in Jan. will be approximately 200k.

The screenshot shows the front page of The Post & Email website. Red dashed arrows point to four specific advertising zones:

- Top Banner:** Located at the very top of the page, above the main navigation.
- Side Banner:** A vertical banner on the right side of the page, adjacent to the main content area.
- Top Right Column:** A small rectangular area in the top right corner of the main content area.
- Middle Right Column:** A vertical banner area in the middle of the right side of the main content area.

The website content includes the masthead "The Post & Email", navigation tabs (HOME, BUSINESS, EDITORIALS, MEDICINE, WORLD, NATIONAL POLITICS, SCIENCE, MILITARY, LITERARY), and various news articles with headlines such as "Palin disses DNC machine & says a 3rd Party wouldn't work" and "Cardona opposes Taitz's Motion to Reconsider".

TO BE NOTIFIED OF OUR NEW STORES VIA EMAIL

Your email:

Enter email address:

Subscribe | Unsubscribe

# Understanding the Ad-Positions on each Inner Page

There are 4 different zones in which your ad can be placed:

## Side Right:

— size: 250 x 250 pixels

\* this ad appears on all inner pages & posts

## Middle Banner:

— size: 600 x 100 pixels

\* this ad appears at bottom of all posts

## Bottom Ad-Left:

— size: 300 x 250 pixels

\* this ad appears at bottom of all new posts

## Bottom Ad-Right:

— size: 300 x 250 pixels

\* this ad appears at bottom of all new posts

## Advertising Rates (Jan/10):

Side Right @ \$ 5 a day

Middle Banner @ \$4 a day

Bottom Ad-Left @ \$1 a day

Bottom Ad-Right @ \$1 a day

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Circulation:

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The screenshot shows the homepage of The Post & Email, dated Tuesday, November 24, 2009. The main article is titled "Liberty Summit called for Dec. 15-16" by John Charlton. The article discusses the National Assembly of Pro-Constitutional Orgs. to discuss the National Crisis. The article text is partially obscured by red dashed arrows pointing to various ad zones. The zones are: Side Right (top right), Middle Banner (below the article), Bottom Ad-Left (bottom left of the article), and Bottom Ad-Right (bottom right of the article). The website also features a search bar, navigation menu, and a sidebar with a "SEE OUR FRONT PAGE FOR RECENT ARTICLES" section.