

Ode Online Rates

Effective: March 2009

Online Banner Rotation*	Position	Size	Rate	Format
Leaderboard	top of page	728x90	\$33	GIF, JPG, FLASH
Medium Rectangle	in between posts	300x250	\$28	GIF, JPG, FLASH
Wide Skyscraper	left column	160x600	\$25	GIF, JPG, FLASH

Newsletters: Web Digest (Weekly)

Half Banner	above the fold, just below header	234x60	\$1,500	GIF, JPG
Wide Skyscraper 1	above the fold, left column	160x600	\$1,250	GIF, JPG
Wide Skyscraper 2	below the fold, left column	160x600	\$1,000	GIF, JPG
"Ode To..."	section in newsletter	n/a	\$2,000	n/a

Newsletter: And now for the good news (Daily)

Half Banner	above the fold, just below header	234x60	\$1500/week	GIF, JPG
Wide Skyscraper 1	above the fold, left column	160x600	\$1250/week	GIF, JPG
Wide Skyscraper 2	below the fold, left column	160x600	\$1000/week	GIF, JPG

Dedicated Email

HTML email template	situated below Ode's recommendation	standard	\$4,000	HTML
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* units are placed in rotation with 3-4 other ads.

Advertising Details

DESCRIPTION:

Advertising is available on Ode's website as well as in our three email newsletters:

- **Web Digest (Weekly)** – This newsletter updates you on what's going on at OdeMagazine.com with a combination of magazine articles, Exchange postings and blogs. This is sent out every Tuesday.
- **And now for the good news (Daily)** – This newsletter brings you a brief summary of the positive stories that are being reported on around the world. Sent out Monday-Friday.
- **Dedicated Email (Weekly)** – This newsletter is dedicated to Ode partners. Customize your message with a banner, text, and URL links.
- **Ode to...** – Recommendations by Ode.

All ads are subject to availability.

DEADLINES:

- Space Reservation: seven working days prior to first day to run
- Material Deadline: four working days prior to first day to run
- Cancellation: three working days prior to first day to run

Interactive Advertising Bureau's standard terms and conditions

CONTACT:

Please contact your sales representative or Lisa Bentley (lisa@odemagazine.com) for more information about advertising.

If you have any technical questions, please contact Katie Keenan: Katie@odemagazine.com.

AD SPECIFICATIONS:

FOR ALL ADS:

- File size limit is 40KB for all ads.
- Must be accompanied by the URL you want your ad linked to, which must be active when submitted to Ode.
- If background is white, must have at least a dark one-pixel border.

FOR WEB ADS:

- *Ad dimensions:*
 - 728x90 Leaderboard
 - 160x600 Wide Skyscraper
 - 300x250 Medium Rectangle
- Accepted formats are GIF, JPG or Flash.
- Flash files must be clickTAG enabled.
- Video ads may auto-play, but audio must be initiated by the user.

FOR EMAIL ADS:

- *Ad dimensions:*
 - 728x90 Leaderboard
 - 234x60 Half Banner
 - 160x600 Wide Skyscraper
- Accepted formats are GIF or JPG. Flash and video not accepted.

FOR DEDICATED EMAIL:

- Advertiser provides HTML content and creative
- Ode will include a short recommendation at the beginning of the email