



ADVERTISING RATE CARD

Web Banner Advertising:

1 Ad Unit: Full banner: 468 (w) x 60 (h) pixels

File size: 30K

File format: GIF, JPEG, HTML, JAVA, Flash

		USD/ month	USD/ month (3months)	USD/ month (6 months)	USD/ month (12 months)
Home Page		200	180	150	120
Top level	1 Click from home page	180	150	120	90
second level	2 Clicks from home page	72	60	48	40
Third Level	3 Clicks from home page	60	48	40	35

2 Ad Unit: Half Banner 234(w) x 60(h) pixels

File size: 10K

File format: GIF, JPEG, HTML, JAVA, Flash

		USD/ month	USD/ month (3months)	USD/ month (6 months)	USD/ month (12 months)
Home Page		150	135	113	90
Top level	1 Click from home page	135	113	90	68
second level	2 Clicks from home page	54	45	36	30
Third Level	3 Clicks from home page	45	36	30	26

3 Ad Unit: Sky scraper 160(w) x 600(h) pixels

File size: 30K

File format: GIF, JPEG, HTML, JAVA, Flash

		USD/ month	USD/ month (3months)	USD/ month (6 months)	USD/ month (12 months)
Home Page		173	156	130	104
Top level	1 Click from home page	156	130	104	78
second level	2 Clicks from home page	62	52	42	35
Third Level	3 Clicks from home page	52	42	35	30



4 Ad Unit: Web Button 160(w) x 144(h) pixels

File size: 10K

File format: GIF, JPEG, HTML, JAVA, Flash

		USD/ month	USD/ month (3months)	USD/ month (6 months)	USD/ month (12 months)
Home Page		130	117	98	78
Top level	1 Click from home page	117	98	78	59

5 Ad Unit: Square Button 144(w) x 144(h) pixels

File size: 10K

File format: GIF, JPEG, HTML, JAVA, Flash

		USD/ month	USD/ month (3months)	USD/ month (6 months)	USD/ month (12 months)
second level	2 Clicks from home page	47	39	31	26
Third Level	3 Clicks from home page	39	31	26	23

6 Ad Unit: Mini Button 180(w) x 50(h) pixels

File size: 10K

File format: GIF, JPEG, HTML, JAVA, Flash

		USD/ month	USD/ month (3months)	USD/ month (6 months)	USD/ month (12 months)
second level	2 Clicks from home page	41	34	27	23
Third Level	3 Clicks from home page	34	27	23	20

7 Ad Unit: Product Placement Advertising

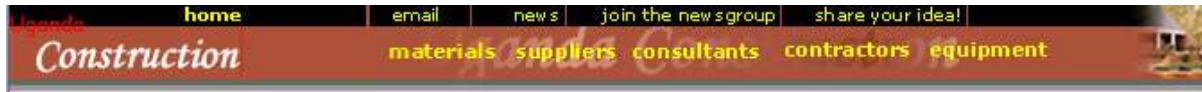
For specific product development and awareness campaign on our website, we will create a brief description of your product, simplified for easy assimilation of non-technical consumers.

On your instructions we shall provide a sub-domain or an independent domain for your effective campaign.

We shall post your company name and a link to your website or sub-domain in a section titled "Sources for this product (advertisement)". Your link may appear in multiple sections on our website relevant to your product.

If several companies are advertising a particular product, we will post them in the order received.

The cost ranges from \$1000 – \$3000 depending on the levels and conditions of engagement.



8 Ad Unit Email advertising

Over 2500 email subscribers receive our Monthly Newsletter. These emails, with your advertising message (100 words of text and links and a banner), are also posted online on the Newsletter page, and are typically read an additional 150 times each month after the email is sent. They are also permanently posted in the articles section of the website and therefore permanently accessible. The cost is \$500 per email or \$1200 for 3 emails.