

## Online Advertising -- Effective January 1, 2008

Weekly Newsletter  
 Issue Sponsorship — \$1,500 per issue  
 Header/Banner — \$ 700 per month  
 Mid-sized ad — \$ 550 per month  
 Text ad (no graphics) — \$ 200 per month

### emPower Web site

Top Banner — \$1,000 per month  
 Large Banner — \$ 800 per month  
 Mid-sized Banner — \$ 600 per month  
 Small Ad — \$ 350 per month  
 Business Listing — \$ 50 per year

### BANNERS (Newsletter and Web site)

Large — 600 X 150  
 Medium — 350 X 125  
 Small— 180 X 100

HTML ads should be a GIF or JPEG file and preferable no more than 17KB. Text files should be no more than 150 words. For both ads, please include logos and links. Issue sponsors have an ad above the emPower banner as well as a mid-sized banner. Materials for the newsletter must be submitted to emPower at least three business days prior to the scheduled run date.

Business listings should include: company name, contact information (including email and Web site), a description of the business in less than 20 words and the business category. All Web site ads must be submitted to emPower at least five days prior to the first of each month.

## Print Advertising -- Effective January 1, 2010

	1x	3x	6x
4-Color			
Full Page	\$4,000	\$3,700	\$3,400
Two-Thirds Page	\$3,400	\$3,200	\$2,950
Half Page	\$2,500	\$2,300	\$2,950
One-Third Page	\$2,000	\$1,800	\$1,600
One-Sixth Page	\$ 900	\$ 750	\$ 575

	1x	3x	6x
Cover			
Back Cover	\$5,000	\$4,600	\$4,250
Inside Front Cover	\$4,625	\$4,375	\$4,150
Inside Back Cover	\$4,500	\$4,300	\$4,050

### FULL PAGE

Bleed Size — 8.75" X 11.125"  
 Trim Size — 8.5" X 11"  
 Full Page Live Area — 7.5" X 9.625"

### 2/3 PAGE

Horizontal — 7.5" X 6.25"  
 Vertical — 4.75" X 9.5"

### 1/2 PAGE

Horizontal — 7.5" X 4.75"  
 Vertical — 4.75" X 7.5"

### 1/3 PAGE

Horizontal — 7.5" X 3"  
 Vertical (1) — 4.75" X 4.75"  
 Vertical (2) — 2.25" X 9.5"

### 1/6 PAGE

2.35" X 4.75"

### MATERIAL SPECIFICATIONS

Ads may be submitted in various electronic formats — including InDesign, Quark, Photoshop, and Illustrator. We prefer they be PDF/X-1a files. The files should be saved on disk and must be accompanied by a color proof. Please also pre-flight your job — make sure all images and fonts are on the disk. A quick way to check that all files are included is to open the file on another computer.