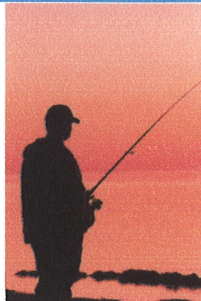


Johnson's Sportsmans Adventures



Advertising Rates

<u>Button Ad</u>	<u>Home Page</u>	<u>All Other Pages</u>
Size: 120X65 Pixels	Cost Per Month	Cost Per Month
Duration: 3 Months	\$27.00	\$25.00
6 Months	\$24.00	\$22.00
12 Months	\$20.00	\$18.00

<u>Billboard Ad</u>	<u>Home Page</u>	<u>All Other Pages</u>
Size: 120X130 Pixels	Cost Per Month	Cost Per Month
Duration: 3 Months	\$55.00	\$50.00
6 Months	\$50.00	\$45.00
12 Months	\$45.00	\$40.00

<u>Banner Ad</u>	<u>Home Page</u>	<u>All Other Pages</u>
Size: 468X60 Pixels	Cost Per Month	Cost Per Month
Duration: 3 Months	\$110.00	\$105.00
6 Months	\$105.00	\$100.00
12 Months	\$100.00	\$95.00

<u>Premier Sponsor Ad</u>	<u>Home Page</u>	<u>All Other Pages</u>
Size: N/A	Cost Per Month	Cost Per Month
Duration: 12 Months	\$25.00	\$20.00

Note: These costs are in addition to the monthly charge. Your ad will be the only ad in the location you choose. There will be no other ads rotating with yours.

Note: The leaderboard is a premier position only. Premier Sponsor Ads are the only type of advertising allowed for this position.

Payment in advance is required before advertising can begin. Ads will be posted as soon as payment is made. Advertisers who have a 12 month commitment and pay in full up front will receive an 10% discount from the total cost. Initial setup costs may apply a can be determined prior to setup.