

2011 Online Rate Card RetireHere.ca

Advertising Sales

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Type	Size (Pixels)	GIF/JPEG Limit	Animation	Location	Cost per Month	
					Home Pg	Secondary Pgs**
Leaderboard	927 x 80	40K max	:15s limit	Top, above navigation	\$450	\$340
Mini Leaderboard	468 x 60			Top, above navigation	\$375	\$280
Skyscraper	120 x 600			Right/left side	\$425	\$320
Square	250 x 250			Right/left side	\$450	\$340
Vertical Banner	120 x 240			Right/left side	\$350	\$260
Horizontal Banner	234 x 60			Right/left side	\$275	\$200
Button	120 x 90			Right/left side	\$125	\$90

*Rates subject to change ** Not available on the Contact Us page

Rates effective January 1, 2011

Advertising Policy (Windsor Essex Active Retirement Community Initiative (WEARCI))

1. Advertising placement is available on the Home page and all secondary pages, except Contact Us.
2. Advertisers accept all responsibility for the accuracy and content of their advertisements.
3. Acceptance of advertisements does not constitute endorsement of the product or service by WEARCI.
4. All advertisements will be reviewed for content prior to posting.
5. WEARCI reserves the right to reject any advertisement that it deems as misleading, libelous or otherwise unacceptable.
6. Advertising rates are subject to change without prior notice. **Fees must be paid in advance of posting your advertisement.**
7. Invoices are sent electronically. Cheques are made payable to WEARCI.

Links

If you would like to link to our web site or have your link posted on our web site please submit your request to info@harrismc.com. All requests are reviewed for content prior to accepting links or giving permission to link to our site.

If you are a WEARCI Partner, your link is automatically posted in the appropriate section and page. Permission is not required to link to our site.



Ad Specifications

Rates effective January 1, 2011

Mini Leaderboard

468 x 60

Home Pg: \$375 Secondary Pgs: \$280

Leaderboard

927x 80

Home Pg: \$450 Secondary Pgs: \$340

Skyscraper

120 x 600

Home Pg: \$425
Secondary Pgs: \$320

Square

250 x 250

Home Pg: \$450
Secondary Pgs: \$340

Vertical Banner

120 x 240

Home Pg: \$350
Secondary Pgs: \$260

Button

120 x 90

Home Pg: \$125
Secondary Pgs: \$90

Horizontal Banner

234 x 60

Home Pg: \$275 Secondary Pgs: \$200

Preferred file format: .gif or .jpeg to size

Please ensure that you provide a URL to which your ad should be linked.