

2010 CMGMA Online Advertising Guidelines

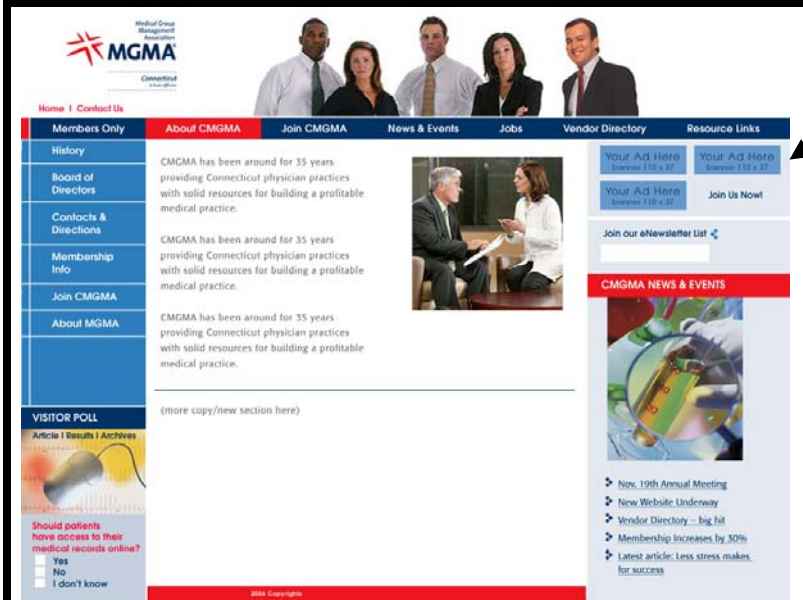
***Please note that advertising rates are subject to change at the discretion of the Board.**

Sponsorship/Placement	Ad Rates & Frequency					
	1 Month		1 Quarter		6 Months	
	Standard Rate	Friends Rate	Standard Rate	Friends Rate	Standard Rate	Friends Rate
Platinum Sponsorship Home page Banner – 210 x 89	N/A	N/A	N/A	N/A	\$2,000	N/A
Gold Sponsorship Home page below fold – 210 x 89	N/A	N/A	N/A	N/A	\$1,500	N/A
Members Only Pages	\$125	\$100	\$350	\$300	\$660	\$500
About CMGMA	\$125	\$100	\$350	\$300	\$660	\$500
Join CMGMA	\$125	\$100	\$350	\$300	\$660	\$500
News & Events	\$125	\$100	\$350	\$300	\$660	\$500
eNewsletter blast – monthly	\$350	\$300	\$950	\$800	\$1,750	\$1,400
Jobs	\$300	\$300	\$850	\$700	\$1,600	\$1,350
Vendor Directory	\$300	\$250	\$850	\$700	\$1,600	\$1,350
Resource Links	\$125	\$100	\$350	\$300	\$1,600	\$1,350



CMGMA Home Page Ad Guidelines:

- **Premium space: Top Right Banner**
 - Maximum size – 210 pixels wide x 89 pixels high
 - Static JPEG or GIF image only
 - Links to sponsors home page or designated page in new overlaying browser window 800 x 600
- **Home Page: Lower Right Column below the fold**
 - Maximum size – 210 pixels wide x 89 pixels high
 - Static JPEG or GIF image only
 - Links to sponsors home page or designated page in new overlaying browser window 800 x 600



CMGMA Second Level Ad Guidelines:

- **Ad Box – 4 ads maximum**
 - Ad size – 110 pixels wide x 37 pixels high
 - Static JPEG or GIF image only
 - Links to sponsors home page or designated page in new overlaying browser window 800 x 600