

All web ads are 72 dpi, RGD, JPEG or animated GIF  
Minimum placement: 2 weeks

## **Big Banner – at Top of Each Page One of five rotating ads**



Your ad will appear on the Home and New York pages, plus all the regional pages.  
One of five rotating ads: \$42/week

## **Big Banner – at Bottom of the Page**



Your ad will appear on the Home and New York pages,  
plus all the regional pages, as a single image: \$48/week

## **Mid-Size Banner -- Middle Page Placement**



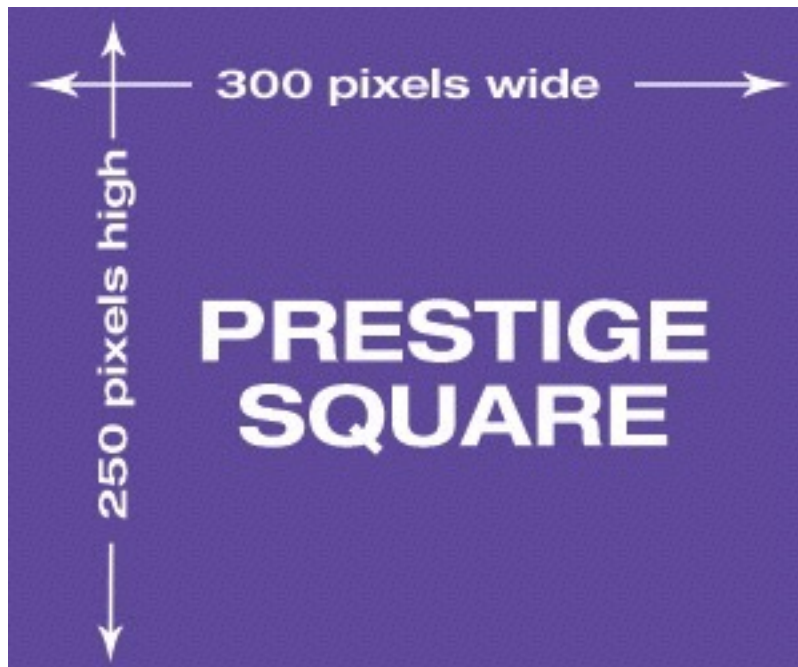
Your ad will appear on the Home and New York pages, plus all the regional pages as a single  
image: \$38/week

## **The “Me, Too!” Short Banner Display**



Top Right of Every Page Placement: \$38/week  
Bottom Right of Every Page Placement: \$26/week

**The versatile  
Prestige Square – on the Side Bar  
Up to Five Ads in One**



**With Prestige Square, you may place your ad on whichever pages you desire, any or all.**

**Prestige Square ads may be animated with as many as five different images, replacing one another every few seconds.**

**On every page, Home, New York and all Regional Pages: \$59/week**

**Any one specific page: \$28/week**

**Additional regional page: \$11/week**

**Home page and New York page surcharge: \$10/week**

**Animation of ad, up to five different images, additional: \$24/week**