



# Advertising Rates 2008

**Thank you** for your interest in advertising with us. At **Song of Health** we have many advertising opportunities; hopefully we have an option that fits your needs and budget. You will note that we are offering extremely economical rates.

The **Song of Health** website is setup with an **ad rotation feature** on all ad supporting pages, including the **home page**. This gives you maximum coverage throughout the website. The **Top Banner Ad** rotates at a rate of every 15 seconds; while the other ads rotate at a rate of every 10 seconds. This means that your ad will likely be seen more than once by each visitor during their stay. Song of Health will increase the number of ad positions as needed to give each advertiser their due coverage.

All display advertisers will receive, **free of charge**, a listing and a link to their website on the Goods and Services page. Plus, all Display and Linked Listing advertisers will receive a **free subscription** to **Song of Health** for the duration of their Ad.

## GOODS AND SERVICES LISTING

Our Goods and Services Page is growing fast. We designed it to be a valuable resource for our customers. Here is a place for them to find you!

### BASIC LISTING Name Address & Phone Number

1 month: FREE!  
6 months: FREE!  
12 months: FREE!

(We require an annual renewal to insure valid listing)

### LINKED LISTING (Click through to your website)

6 months: \$240.00  
12 months: \$420.00

(We require an annual renewal to insure valid listing)

## UPGRADE OPTION

You may upgrade to larger ads during a 6-month or 12-month campaign. A 5% charge will be added to the upgrade cost for the remainder of the campaign period.

### Example:

120 x 240 size ad purchased for 12 months @816.00.  
Upgrade to 120 x 600 size ad for remaining 6 months @2137.00 (2035.00+5%) less credit applied for \$408.00  
(\$816.00/2) = \$1729.00 additional charge.

## PAYMENT OPTIONS

**Online:** Go to the [www.songofhealth.com/advertising.html](http://www.songofhealth.com/advertising.html)  
Visa or MasterCard

### By Phone:

Please email your name and phone number to [advertising@songofhealth.com](mailto:advertising@songofhealth.com) and we will contact you to process your order.

### By Mail:

Send business checks, cashiers check or money order to:

**Song of Health**  
P. O. Box 518  
Clatskanie, OR. 97016

## DISPLAY ADS

Prices reflect a 20% savings for 12-month ads and a 10% savings for 6-month ads.

### TOP BANNER AD: 468 x 60 (premium location)

1 month: \$325.00  
6 months: \$1755.00  
12 months: \$3120.00

### COLUMN ADS

#### 120 x 600 (Skyscraper)

1 month: \$212.00  
6 months: \$1145.00  
12 months: \$2035.00

#### 120 x 240 (Vertical Banner)

1 month: \$85.00  
6 months: \$459.00  
12 months: \$816.00

#### 120 x 90 (Button)

1 month: \$75.00  
6 months: \$405.00  
12 months: \$720.00

#### 120 x 60 (Small Button)

1 month: \$50.00  
6 months: \$270.00  
12 months: \$480.00

### BODY ADS

#### 468 x 90 (Big Banner)

1 month: \$125.00  
6 months: \$674.00  
12 months: \$1196.00

#### 468 x 60 (Standard Banner)

1 month: \$83.00  
6 months: \$449.00  
12 months: \$797.00

#### 180 x 150 (Standard Box)

1 month: \$80.00  
6 months: \$432.00  
12 months: \$768.00

## ART SPECIFICATIONS

Accepted file formats: gif, jpg in RGB or indexed colors.

Maximum file size: Specific pixel dimensions are stated above, please be sure that the image resolution is set at 72 ppi (pixels per inch)

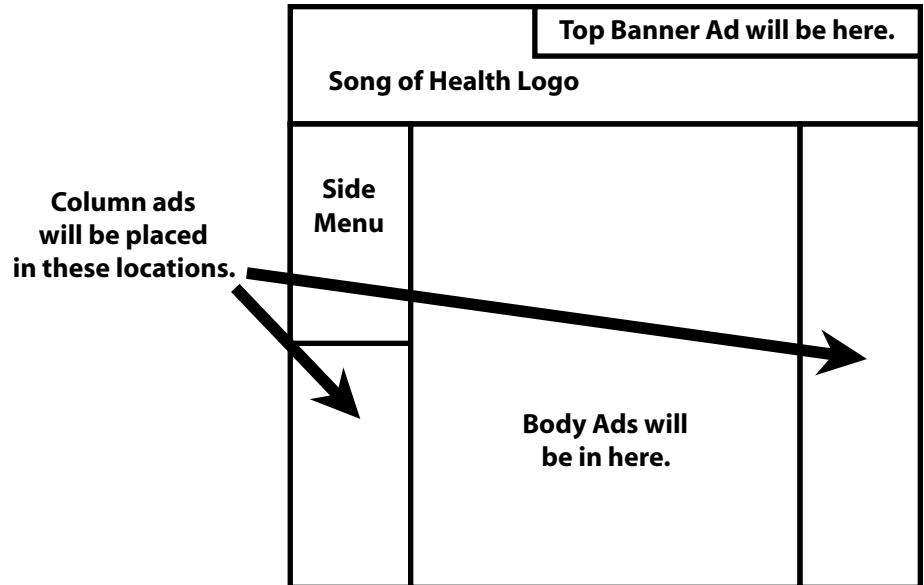
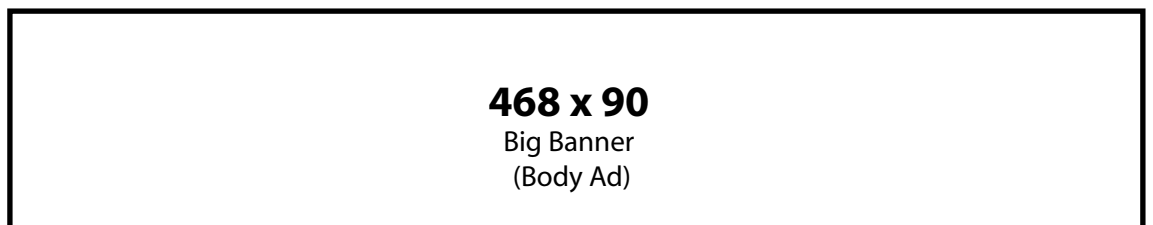
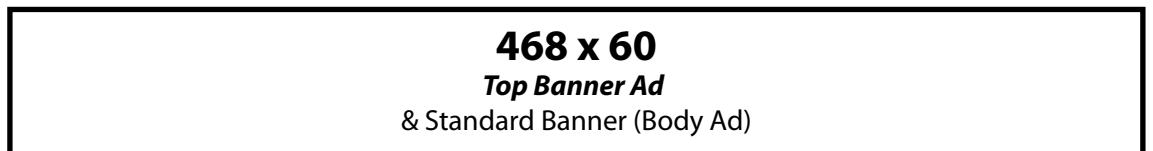
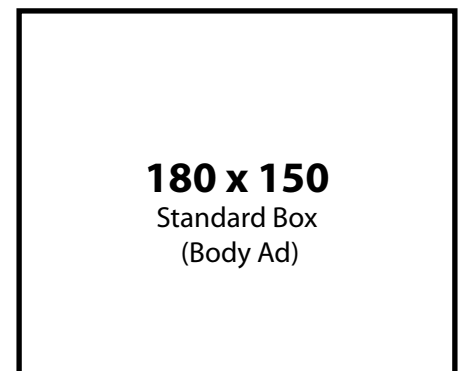
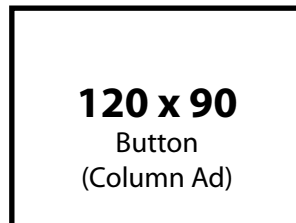
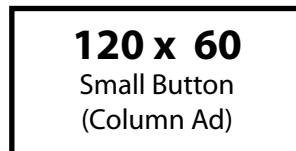
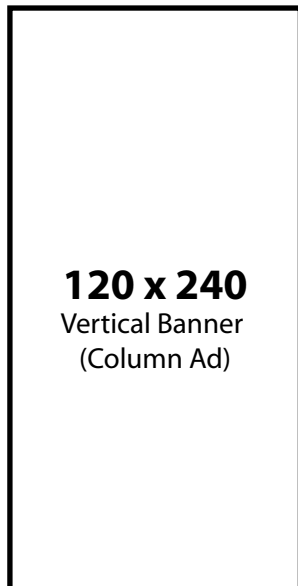
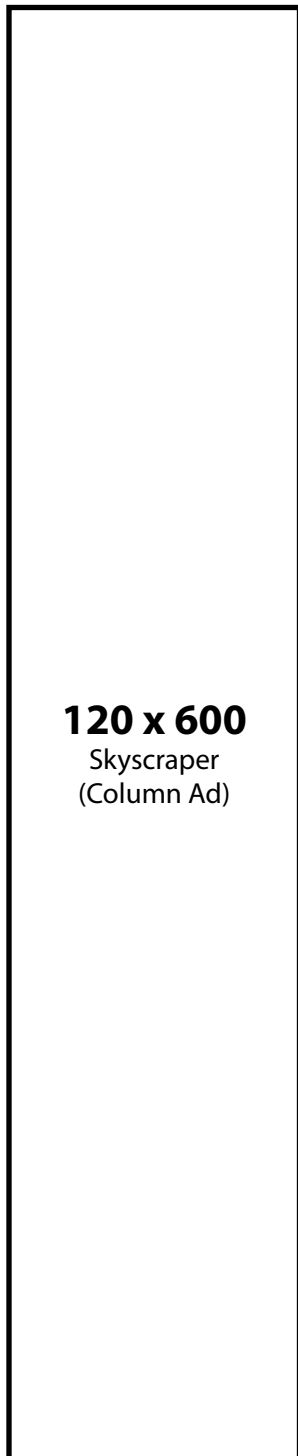
Ad Submissions: Once payment is received, you can email your ad to: [advertising@songofhealth.com](mailto:advertising@songofhealth.com)

Be sure to include your target URL with your submission (Your web address)

**NOTE:** Persistent, rapid or strobing animations not acceptable. Song of Health reserves the right to refuse any ad based upon design or content. We wish to present a calm and inviting environment. We ask that our advertisers please consider this when designing their ads.



# Ad Sizes and Location Diagrams 2008



**Song of Health Site Layout**