



# 2008 Advertising Rates

WEEKLY E-MAIL NEWSLETTER			
	4 wks	8 wks	12 wks
Leaderboard	\$320	\$600	\$840
Standard	\$120	\$200	\$240
Sky Scraper	\$140	\$240	\$300
Button	\$100	\$160	\$216

MACKPLANET.com homepage			
	4 wks	8 wks	12 wks
Leaderboard	\$500	\$800	\$900
M. Rectangle	\$340	\$640	\$900

POWER LUNCH Event E-Blast		
	1 Blast	2 Blasts
Promotion	\$175	\$300

POWER LUNCH page			
	4 wks	8 wks	12 wks
Standard	\$300	\$560	\$780
M. Rectangle	\$240	\$440	\$600

POWER LUNCH Sponsorship	
	Est. 75 – 100 Guests Per Event
Selected Month	\$550* / *Payment Required to Hold Date

MACK MIXER page			
	4 wks	8 wks	12 wks
Leaderboard	\$280	\$520	\$720
M. Rectangle	\$220	\$400	\$540

MACK MIXER Event E-Blast		
	1 Blast	2 Blasts
Promotion	\$175	\$300

MACK Mixer Sponsorship	
	Venue & Size of Venues Vary
Selected Month	\$350

## ADVERTISING INFORMATION

MACK internet marketing is an incredibly powerful medium for segmenting your prospects & delivering targeted advertising. Online, you can easily measure your return on investment and refine your marketing campaign over time to improve results.

MACKPLANET.com has issued a weekly e-newsletter *now* reaching over 3,400 gay & lesbian business professionals in the United States since March 2005.

Banner ads on any MACK online media requires a \$39.99/year listing on MACKPLANET.com. All prices above are TOTAL PRICES for 4wks, 8wks, and 12wks and subject to change in 2009. Leaderboard banners may be rotated with no more than (3) three other banner ads.

**Need help with creating your banner ad?** Let MACK help! Contact us for graphic design rates and turnaround times. Formats accepted are .jpg, .gif, and animated .gif.

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**MACK internet marketing is more than just placing ads online - it's using the web to communicate the value of your products and services to a global network.**

### Banner Advertising Specs

- Weekly E-Mail Newsletter
- Leaderboard Banner** – 728x90 pixels
- Standard Banner** – 468x60 pixels
- Sky Scraper Banner** – 120x600 pixels
- Button Banner** – 130x80 pixels

- MACKPLANET.com
- Leaderboard Banner** - 728x90 pixels
- Med. Rectangle Banner** – 300x250 pixels

Mack Power Lunch & Mack Mixer Event E-Blasts:  
Various Ad sizes available and specific dates apply.

For more Event Sponsorship information, please contact Dan Oropesa by email: [Dan@MackPlanet.com](mailto:Dan@MackPlanet.com)

Leaderboard Banner  
728x90px

**ONLINE ADVERTISING SPECS**

MACK reserves the right to reject any banner ad submitted with adult content, conflict of interest, or any content not suitable for the newsletter or any website owned by MACK MultiMedia, Inc.

MACK reserves the right to add the word 'advertisement' on any banner ad submitted. The advertiser has read and agrees to all terms of use on the site or media where his/her banner ad will be placed for the term of the agreement.

When advertising rates change, the advertiser is protected at their agreement rate.

Medium Rectangle  
300x250px

Standard Banner  
468x60px

Button Banner  
125x125px

Sky Scraper  
120x600px



FOR ADDITIONAL INFORMATION ON MACK ADVERTISING PLEASE CONTACT

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