

COMICS BUYER'S GUIDE

E-Newsletter Advertising

Harness the power of E-Newsletter Advertising!

Immediate, cost-effective and targeted, your ad on the Comics Buyer's Guide E-Newsletter will reach a passionate community of comics collectors and enthusiasts.

E-Newsletters

Increase your exposure! Get your message in front of Comics Buyer's Guide readers including the comics marketplace and comics collectors who subscribe to our weekly e-newsletter. Readers are qualified by requesting to receive this timely news, reviews and feature updates. This interactive venue allows another way for comics fans to interact within the community to stay informed and entertained. Make sure to offer the door to your business where pre-qualified potential customers can open it with just one click.

Dedicated E-Newsletters

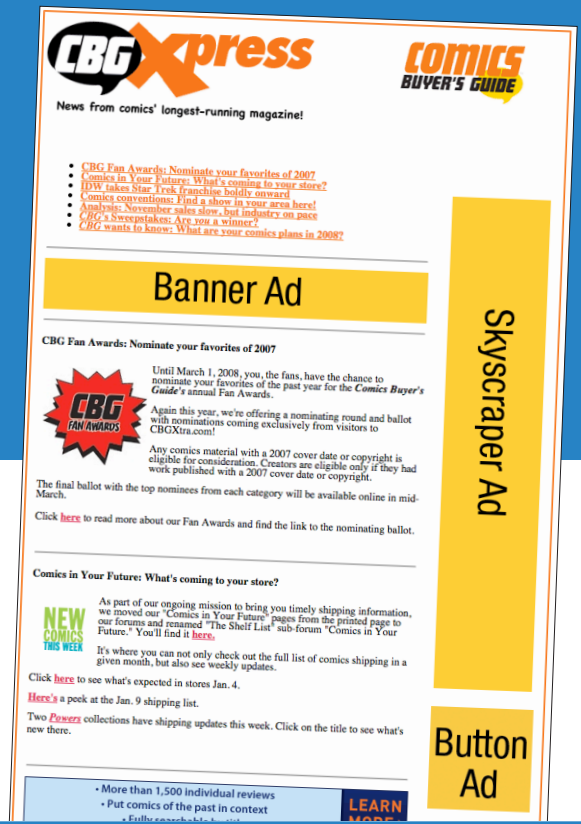
Block out your competition! With a dedicated e-blast. This flexible program is an e-newsletter we will create with your business or event as the sole content. You can choose to provide all, some or none of the content. You can choose to have us send it to our e-newsletter subscriber list, your own list or both. Contact your ad sales representative today for a price quote for the specific dedicated e-blast that suits you!

For advertising information,
call Tom today!
800-726-9966 ext. 13321

Tom Polzer

Advertising Sales – extension 13321

Tom.Polzer@fwmedia.com



TYPE OF AD	SIZE (pixels)	RUN OF SITE
Skyscraper	120 x 600	\$198 (per send) Skyscraper ads can be found on the right column of the newsletter
Banner	468 x 60	\$165 (per send) Banner ads appear between news items on the newsletter
Button	125 x 125	\$57 (per send) Buttons appear in the right column of the newsletter

*Additional Charges apply for page specification, exclusivity and special handling.
Ask your rep about combo discount when you do web site and e-newsletter.*

Annual Contract Discount	10%	1x per month
	20%	2x per month
	30%	4x per month
Consecutive Discount	10%	4x

Exclusive Email sends available ask your rep for details.

What you should know:

- Your ad may be animated. (Animated GIFS are acceptable, but Flash files are not at this time).
- You must indicate to what URL your ad will link.
- All placement is subject to availability.
- All ads must be in GIF or JPEG format and must not exceed file sizes of 50KB. Button ads must not exceed 25KB.
- We can create your ad for you at no charge.

Visit our web site at www.CBGXtra.com