

COMICS BUYER'S GUIDE

Web Advertising at www.CBGXtra.com

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

- Reach a targeted audience of comics collectors who are actively seeking news and information on comics and the comics industry.
- Provide an immediate connection with comics collectors and enthusiasts linking directly to your homepage in seconds.
- Establish advertising presence quickly, with the ability to update your ad on a timely basis.
- Don't wait to start using this indispensable tool!

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 | \$30 (per 1,000 impressions) Skyscraper ads can be found on the right or left column of the web page |
| Leaderboard | 728 x 90 | \$45 (per 1,000 impressions) Leaderboard ads appear on all pages throughout the site |
| Button | 125 x 125 | \$10 (per 1,000 impressions) Buttons appear in the right or left column of the pages |

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

What you should know:

- Your ad may be animated. (Animated GIFS are acceptable, but Flash files are not at this time).
- Impressions can be purchased in increments of 1,000 (5,000 minimum).
- 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 should not exceed file sizes of 50KB.
- Unless you purchase all available impressions in your specific ad position, your ad will rotate with other ads.
- We can create your ad for you at no charge.

Sign up for our FREE email newsletter at www.CBGXtra.com