

## Digital Advertising Rate Card

Above and beyond our regular quarterly print publication, *choice* Magazine also offers website banner and sponsorship opportunities at [www.choice-online.com](http://www.choice-online.com) and well as our “Expert Series” email newsletter broadcast every other Wednesday.

Our website is the perfect companion for reaching qualified leads for your business. Our banners and sponsorships are designed for use in tandem with print advertising as part of an integrated marketing campaign. However, you can also reserve them separately.

Take advantage of our flexible online opportunities and shape an integrated program that meets your specific marketing needs. We are offering one-of-a-kind marketing opportunities at [choice-online.com](http://choice-online.com)

### Advertising Rates

All rates are quoted in US Dollars and are subject to applicable taxes

#### WEBSITE BANNER SPONSORSHIP

Home Page	1 Month	2-6 Months	7-12 Months
Top Banner (600 x 111)	\$1200	\$1000 per month	\$875 per month
Left Standard Banner (155 x 200) <b>1st spot</b>	\$550	\$450 per month	\$375 per month
Left Standard Banner (155 x 200) <b>2nd spot</b>	\$550	\$450 per month	\$375 per month
Left Standard Banner (155 x 200) <b>rotating</b>	\$550	\$450 per month	\$375 per month
Other Pages			
Top Banner (600 x 111)	\$900	\$875 per month	\$750 per month
Left Standard Banner (155 x 200)	\$450	\$425 per month	\$400 per month
Resource Directory Listing	N/A	\$50 per month	\$50 per month
Resource Directory Listing with logo	N/A	\$150 per month	\$150 per month

#### E-NEWSLETTER BANNER SPONSORSHIP\*

	1 Insert	2 Inserts	4 Inserts
Top Banner Sponsorship (600 x 111)	\$625 per insert	\$575 per insert	\$525 per insert
Left Banner Top (140 x 600)	\$575 per insert	\$525 per insert	\$475 per insert
Left Banner Second (140 x 600)	\$475 per insert	\$425 per insert	\$375 per insert
Bottom Banner (400 x 200)	\$375 per insert	\$325 per insert	\$275 per insert

\*Expert Series Newsletter is sent four times over an eight-week period.

### Specifications

**Deadline:** Materials must be received one week prior to schedule placement.

**Acceptable files:** .gif or .jpg. Files should not exceed 20k.

File can include animation. Rotating banners accepted for website ads.

Please provide the URL link when providing your banner ad.

Email materials to the Production Manager at [production@choice-online.com](mailto:production@choice-online.com)

Discounts are available to choice print advertisers

### Contact Information

For questions regarding production specifications or change existing ads, please contact the Production Manager at [submissions@choice-online.com](mailto:submissions@choice-online.com)

To reserve advertising space please contact us at **800-553-3241** x 801  
[garry@choice-online.com](mailto:garry@choice-online.com)

### Companion Advertising

Our digital options are a perfect companion to our print advertising options. Banners and newsletter sponsorships are designed for use in tandem with magazine ads as part of an integrated marketing strategy. However, you can also reserve it separately.

