

RURAL INTELLIGENCE ADVERTISING: RATES

(As of May 1, 2008)

It requires a leap of faith to advertise on a new website, but those who have are benefiting from the buzz surrounding *Rural Intelligence's* entry into the marketplace. *Rural Intelligence* is but an e-mail away from virtually every one of the region's most active and curious residents--the audience every advertiser seeks. For those advertisers with web sites, there is an additional benefit: a click on your ad in *Rural Intelligence* takes users directly to your site. Do you presently have a more effective way of driving traffic there?

There are currently **3 AD TYPES** available on *Rural Intelligence*:

Banner Ads that run across of the top of each page,
Sidebar Ads that run down the right- or left-hand column of each page, and
Footer Ads that run along the bottom of each page.

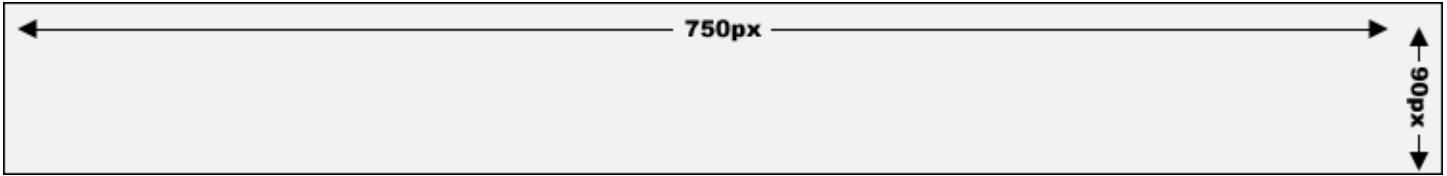
There are currently **8 SECTIONS**:

	Banner	Sidebar	Footer
Home Page	\$300	\$170	\$50
Food Section	\$250	\$150	\$40
Arts Section	\$250	\$150	\$40
Home & Garden Section	\$250	\$150	\$40
Parties	\$200	\$100	\$40
Rural Road Trips	\$200	\$100	\$40
Reality Check	\$200	\$100	\$40
All Remaining Pages	\$100	\$50	\$20

BANNER ADS

750px wide x 90px
no more than 30KB
JPG/GIF compression format

Sample Ad – Actual Size:



Location	Price Per Month
RI Home Page	\$300
Food Section* Includes Food Home, Restaurant, Recipe, News, & Shopping pages	\$250
Arts Section* Includes Arts Home, Movies, Art, Theater, Music & Books page	\$250
House & Garden Section* Includes Home & Garden Home, Real Estate, Nesting & Shopping pages	\$250
Parties & Sports Section* Include Parties & Sports Home, Parties & Sports pages	\$200
Rural Road Trips Section* Includes Rural Road Trips Home, Excursions & Lodgings pages	\$200
Reality Check Section* Includes Reality Check Home, Controversy & Commonwealth pages	\$200
All Remaining Pages Includes About Us, How to Advertise, Contact, User Agreement, Privacy Policy, Advanced Search & Tell-a-Friend pages	\$100

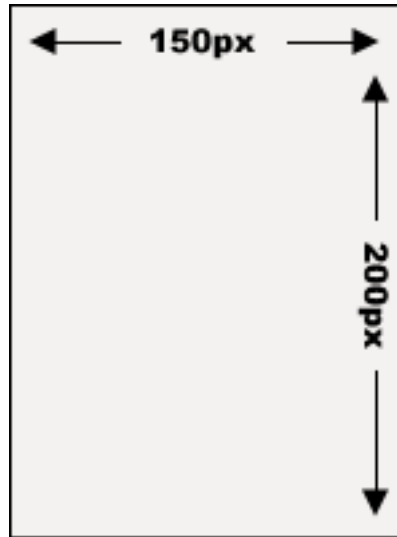
Discounts are offered for advertisers who make extended commitments:
3 months 5%; 4-6 months 10%; 7-9 months 15%; 10-12 months 20%

*Includes all pages within the section.

SIDEBAR ADS

150 px wide x 200 px
 no more than 20KB
 JPG/GIF compression format

Sample Ad – Actual Size:



Location	Price Per Month
RI Home Page	\$170
Food Section* Includes Food Home, Restaurant, Recipe, News, & Shopping pages	\$150
Arts Section* Includes Arts Home, Movies, Art, Theater, Music & Books page	\$150
House & Garden Section* Includes Home & Garden Home, Real Estate, Nesting & Shopping pages	\$150
Parties & Sports Section* Include Parties & Sports Home, Parties & Sports pages	\$100
Rural Road Trips Section* Includes Rural Road Trips Home, Excursions & Lodgings pages	\$100
Reality Check Section* Includes Reality Check Home, Controversy & Commonwealth pages	\$100
All Remaining Pages Includes About Us, How to Advertise, Contact, User Agreement, Privacy Policy, Advanced Search & Tell-a-Friend pages	\$50

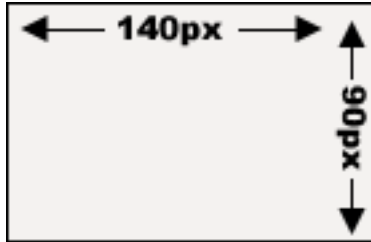
Discounts are offered for advertisers who make extended commitments:
 3 months 5%; 4-6 months 10%; 7-9 months 15%; 10-12 months 20%

*Includes all pages within the section

FOOTER ADS

140 px wide x 90px
 no more than 20KB
 JPG/GIF compression format

Sample Ad – Actual Size:



Location	Price Per Month
RI Home Page	\$50
Food Section* Includes Food Home, Restaurant, Recipe, News, & Shopping pages	\$40
Arts Section* Includes Arts Home, Movies, Art, Theater, Music & Books page	\$40
House & Garden Section* Includes Home & Garden Home, Real Estate, Nesting & Shopping pages	\$40
Parties & Sports Section* Include Parties & Sports Home, Parties & Sports pages	\$40
Rural Road Trips Section* Includes Rural Road Trips Home, Excursions & Lodgings pages	\$40
Reality Check Section* Includes Reality Check Home, Controversy & Commonwealth pages	\$40
All Remaining Pages Includes About Us, How to Advertise, Contact, User Agreement, Privacy Policy, Advanced Search & Tell-a-Friend pages	\$20

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All ads are subject to approval by Rural Intelligence LLC, which reserves the right to refuse any advertisement. All advertisements must be paid in full via PayPal before publication.

For more information, contact Marilyn Bethany (marilynbethany@ruralintelligence.com)

To place an ad please email: advertising@ruralintelligence.com