

RURAL INTELLIGENCE ADVERTISING: RATES and SPECS

(As of March 2010)

When we launched Rural Intelligence in 2008, we were operating on a hunch – that the source of information we were so hungry for would be useful to others as well. Both full-time residents of the region (Dan Shaw lives in Litchfield County, CT, Marilyn Bethany, in Columbia County, NY), we had discovered that, despite the solid hour’s drive between us, we both liked going to the same movie theaters, shopping in the same stores, eating in the same restaurants, and availing ourselves of the same entertainment and services. And, likely as not, these businesses were in a county or even a state other than the one each of us calls home.

While we appreciated that our local newspapers were doing a fine job informing us about what was going on in our immediate area, they didn’t have the broader picture that recognizes that we don’t necessarily dine out where we vote and that traditional jurisdictional lines have little bearing on the way area residents, whether full-time or weekenders, actually live.

In the past two years, thanks overwhelmingly to our readers who have spread the news of **Rural Intelligence** to their friends by “word of mouse” and to **RI** ads placed in movie theaters and the programs of cultural institutions, we now have more than 23,000 visits to our site each month, more than 3,600 people receive our free weekly e-mail newsletter, and more than 900 Facebook members who have declared themselves our fans. Dan also keeps things lively with **RI** “tweets” for our Twitter followers.

Rural Intelligence readers want to know what’s going on beyond their own county borders. And, we’re proud that the buzz on the road, so to speak, is that our web site is a must read for the very audience advertisers seek – the most inquisitive, tuned in and active people in our communities. Embedded within every ad is a link that takes the consumer straight to the advertiser’s website, giving a business or an organization a strategic opportunity to connect with those who will most appreciate their services.

We don’t like to blow our own horn, but we don’t mind if others do; please read what folks are saying about us at www.ruralintelligence.com/index.php/site/what_theyre_saying/. We invite you to join the ranks of those who have found that advertising on **Rural Intelligence** has measurable and lasting benefits.

To place an ad or for more information, please contact our advertising director Kate Cohen (kfcohen@aol.com).

Rural Intelligence offers **THREE TYPES OF ADS**:

Banner Ads run across of the top of each page. These spaces are shared by up to **three** advertisers, with ads cycling every five seconds.

Sidebar Ads run down the right- or left-hand column of each page. All of these ads are visible all the time, but their position changes each time the page is refreshed, with the top ad moving to the bottom and all others moving up a notch. There are three sidebar ad sizes to choose from.

Footer Ads run along the bottom of the **home page only**. There are two footer ad sizes to choose from.

There are **10 SECTIONS:**

	Banner	Sidebar: 1/2	Sidebar: Full	Sidebar: 2X	Footer: Full	Footer: 2X
Home Page	\$300	-	\$250	\$500	\$50	\$100
Food	\$250	\$75	\$150	\$300	-	-
Arts	\$250	\$75	\$150	\$300	-	-
Style	\$250	\$75	\$150	\$300	-	-
Parties & Openings	\$200	\$50	\$100	\$200	-	-
Rural Road Trips	\$200	\$50	\$100	\$200	-	-
Issues	\$200	\$50	\$100	\$200	-	-
Blogs	\$200	\$50	\$100	\$200	-	-
Kids	\$200	\$50	\$100	\$200	-	-
Remaining Pages	\$100	\$25	\$50	\$100	-	-

Discounts are offered for advertisers who make extended commitments and pay, at least, quarterly: 3 months 5%; 4-6 months 10%; 7-9 months 15%; 10-12 months 20%. An additional 10% discount is available to advertisers who purchase more than one ad position.

Rural Intelligences bills advertisers and receives payment for ads through PayPal. Invoices from PayPal may be paid either by credit card (payer must join PayPal first) or by check mailed directly to Rural Intelligence. Payment must be received prior to ad posting.

To place an ad or for more information, please contact our advertising director Kate Cohen.

All ads are subject to approval by Rural Intelligence LLC, which reserves the right to refuse any advertisement.

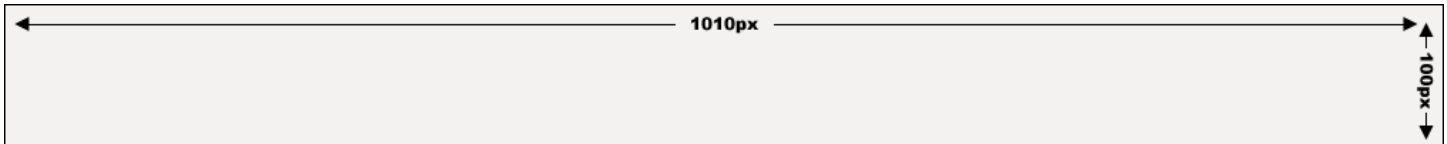
BANNER ADS

1010px wide x 100px

No more than 40KB

JPG/GIF/PNG compression format

Sample Ad - Partial Size (To view full size, please click [View Sample] on the How to Advertise page on our website):



Location	Price Per Month
RI Home Page	\$300
Food Section* Includes Restaurants, Recipe, Spirits, News, & Shopping pages	\$250
Arts Section* Includes Movies, Art, Theater, Music & Books page	\$250
Style Section* Includes House, Garden, Shopping & Restoration Blog pages	\$250
Parties & Openings Section* Include Party Pictures page	\$200
Rural Road Trips Section* Includes Excursions & Lodgings pages	\$200
Issues Section* Includes Controversy & Community pages	\$200
Blogs Section* Includes Dan's Diary page	\$200
Kids Section* Includes Calendar page	\$200
All Remaining Pages Includes About Us, How to Advertise, Contact, User Agreement, Privacy Policy, Advanced Search & Tell-a-Friend pages	\$100

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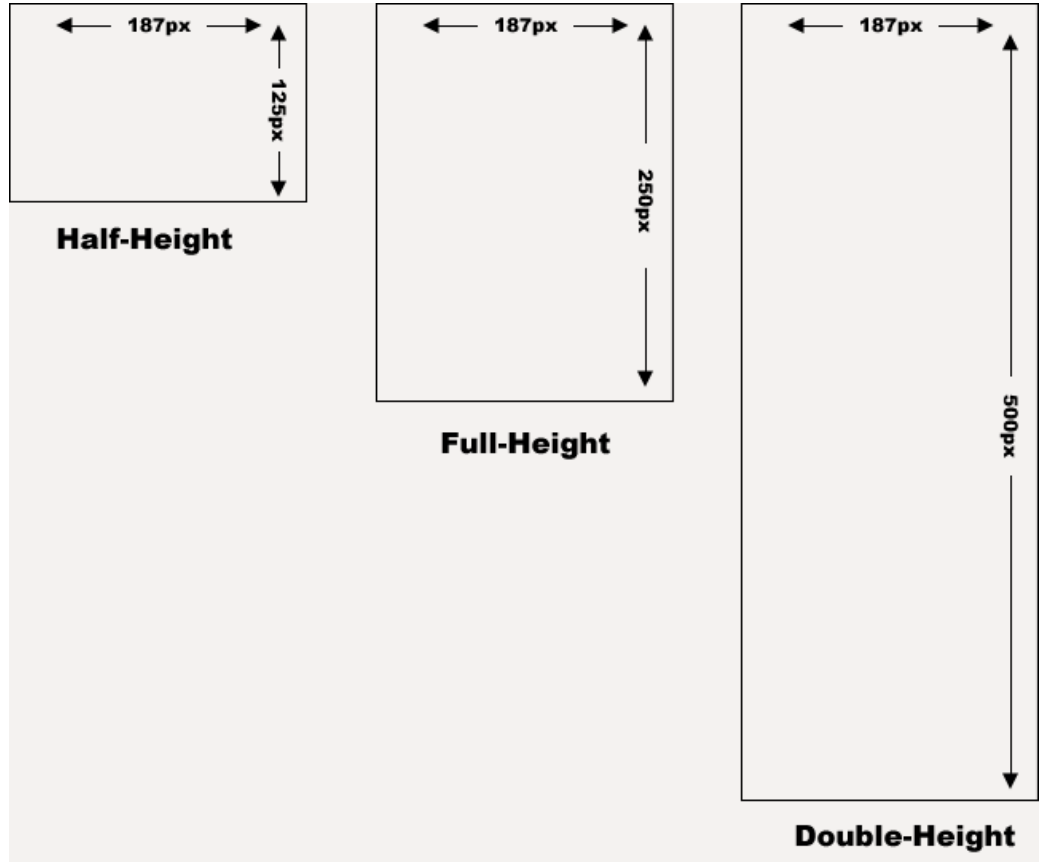
SIDEBAR ADS

187 px wide x 125 px - Half
 187 px wide x 250 px - Full
 187 px wide x 500 px - Double

No more than 40KB

JPG/GIF/PNG compression format

Sample Ad - Partial Size:
 (To view full size, please click [View Sample] on the How to Advertise page on our website):



Location	Half Height (1/2): PPM**	Full Height (Full): PPM**	Double Height (2X): PPM**
RI Home Page	N/A	\$250	\$500
Food Section* Includes Restaurants, Recipe, Spirits, News, & Shopping pages	\$75	\$150	\$300
Arts Section* Includes Movies, Art, Theater, Music & Books page	\$75	\$150	\$300
Style Section* Includes House, Garden, Shopping & Restoration Blog pages	\$75	\$150	\$300
Parties & Openings Section* Include Party Pictures page	\$50	\$100	\$200
Rural Road Trips Section* Includes Excursions & Lodgings pages	\$50	\$100	\$200
Issues Section* Includes Controversy & Community pages	\$50	\$100	\$200

Blogs Section* Includes Dan's Diary page	\$50	\$100	\$200
Kids Section* Includes Calendar page	\$50	\$100	\$200
All Remaining Pages Includes About Us, How to Advertise, Contact, User Agreement, Privacy Policy, Advanced Search & Tell-a-Friend pages	\$25	\$50	\$100

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** Price Per Month

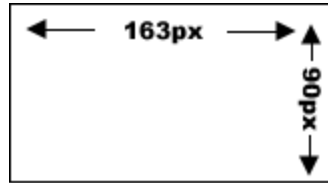
FOOTER ADS
(only available on Home page)

163 px wide x 90px - Full
326 px wide x 90px - Double

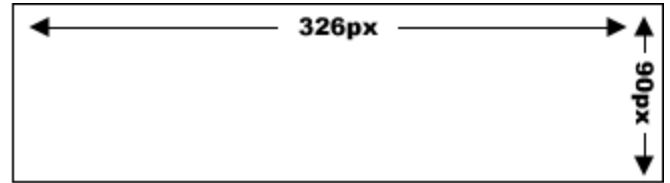
No more than 30KB

JPG/GIF/PNG compression format

Sample Ad - Actual Size:
(To view full size, please click [View Sample] on the How to Advertise page on our website):



Full-Width



Double-Width

Location	Full Width: Price Per Month	Double Width: Price Per Month
RI Home Page	\$50	\$100

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