

Advertising Rate Card – Third Quarter 2008 (Prices valid from July 1st 2008 to September 30th 2008)

I am currently able to offer banner advertisements on three sites. All banner impressions are tracked using Openads software, or can be bought on a monthly basis; the advertiser will be set up with a personal account to keep track of their advertising campaign.

Contact: sales@deano.de

1 [Plant Biology Advice](#)

This site attracts around 14000 visitors per month. The majority of these visitors (92.55%) find the site through search engines. The site is targeted to education, gardening and botany related subjects.

On average a visitor spends 2:08 minutes on the site, and views 2.87 pages
On average approximately 40,000 pages are viewed per month.

The three main traffic sources by country are USA (37%), UK (14%), and Canada (6%)

Banners are sold on a Cost Per Thousand Impressions (cpm) basis

Position	Size	Pages	Max size	Cost CPM	Minimum purchase
Top Leaderboard	728 x 90	Run of Site	40kb	\$6	20,000 page views (\$120) Monthly purchase \$200
Right hand Nav	200 x 200	Run of Site	25kb	\$4.50	20,000 Page views (\$90) Monthly purchase \$150
Left hand Nav - Uni	120 x 240	University pages	25kb	\$4	20,000 page views (\$80) Monthly purchase N/A
Left hand Nav – plant	120 x 240	plants/gardening/biology pages	25kb	\$4	20,000 page views (\$80) Monthly purchase N/A

2 [Osteoporosis Advice](#)

This site attracts around 4,000 visitors per month. The majority of these visitors (87.51%) find the site through search engines.

The site is targeted very specifically to the osteoporosis condition.

On average a visitor spends 2:07 minutes on the site, and views 2.50 pages
On average approximately 10,000 pages are viewed per month.

The three main traffic sources by country are UK (61%), USA (19%), and Australia (4%)

Banners are sold on a Cost Per Thousand Impressions (cpm) basis

Position	Size	Pages	Max size	Cost CPM	Minimum purchase
Top Leaderboard	480x60	Run of Site	40kb	\$12	5000 page views (\$60) Monthly purchase \$100
Right hand Nav	120 x 600	Run of Site	25kb	\$10	5000 Page views (\$50) Monthly purchase \$80

3 [Behind the Beatles Lyrics](#)

This site attracts around 3000 visitors per month. The majority of these visitors (87.51%) find the site through search engines.

The site is targeted very specifically to the music of the Beatles.

On average a visitor spends 2.09 minutes on the site, and views 4.02 pages.

On average approximately 12,000 pages are viewed per month.

The three main traffic sources by country are USA (52%), UK (15%), and Australia (5%).

Banners are sold on a Cost Per Thousand Impressions (cpm) basis

Position	Size	Pages	Max size	Cost CPM	Minimum purchase
Top Leaderboard	728x90	Run of Site	40kb	\$3	12,000 page views (\$36) Bi-Monthly purchase \$60
Left hand Nav	200 x 200	Run of Site	25kb	\$3	12,000 page views (\$36) Bi-Monthly purchase \$60

General notes on advertising

We only accept banner advertisements to family friendly sites. Absolutely no pharmacy, cell phone contracts or poker sites will be accepted.

Payment must be made in advance via either paypal (US\$, GBP, Euro) or cheque (GBP; US\$).

For further information, please contact me through email: sales@deano.de

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