

BANNER AD GUIDELINES

www.cruisinstyle.com

Top Banner

This banner appears on top of each and every page of cruisinstyle.com. **

Wide Skyscraper

This banner appears on the cruisinstyle.com home page and throughout cruisinstyle.com *

Bottom Links

This banner area is currently only utilized on the cruisinstyle.com home page. This position can be added to any and all pages of the site as requested. There are two 745 x 20 areas stacked on top of each other and one is generally used for line item Text Links Text links are available by request - Contact us for quote. Utilizing this area for an ad banner of 745 x 40 works very effectively. This area is also customizable in any size you require up to 1000 x 73.

Regular Banner w/nav bar

1/2 split Regular Banner

1/3 split Regular Banner

This banner appears on the cruisinstyle.com home page and throughout cruisinstyle.com *

Square Boxes

1/2 Square Box Horizontal

1/2 Square Box Vertical

1/4 Square Box

This banner appears on the cruisinstyle.com home page and throughout cruisinstyle.com *

Customizable Areas

There are several areas on the home page and throughout cruisinstyle.com that are available for custom sized ads. If you have a favorite spot anywhere on the CSM Online site we will be happy to accommodate your request the best we can.

NOTES:

- Any size Banner can be a rotating banner (periodically displays on any page) or static (always maintains it's position on every page). If you purchase a Static ad at any location it will also appear throughout the site as a Rotating Banner at no additional charge!
- Your banner can be linked to your listing in our Featured Vendors area (if you have a display ad in CSM) or your website.

Advertising Info:

- Quarterly and Yearly discounts are offered on the basis that ad runs in consecutive months. Contracts automatically renewed unless cancelled.
- New rates are immediately applied to all accounts not presently covered by contract.
- Publisher reserves the right to approve all ads.

Payment

- All Advertising must be paid in advance.

Banner Copy Regulations

- Rates are based on digital (electronic) copy supplied by Advertiser.

Typesetting

- Banner Ad layout and typesetting will be done at a fair price. Hard copy logos & art must be first generation for quality of reproduction.

Termination

Monthly contracts are non-cancelable. Quarterly and Yearly contracts canceled before completion date are subject to the earned rate according to publisher's rate card on which contract is based. Advertiser may change Banner ad size on Quarterly and Yearly contracts.

Image File Formats Accepted in order of preference:

(Please send as many file formats as possible for most efficient handling) Supply Banners "ready made" in the exact sizes indicated in .gif or .jpg format. We can also use flash and Animated gif banners. We allow and accept any other format like .png, .pdf, .psd, etc., and at any size at least as large as (dimension) listed for the banner.

Additional Charges

10% Additional for Animated gif/Flash banners.
There will be a one-time setup fee for the conversion and adjustment if needed for customer supplied Banner Ads as follows:
\$50 one time conversion charge for a monthly ad.
\$25 one time conversion charge for a quarterly ad
FREE setup and conversion for an annual ad contract.

*Can also be static at any "Proudly Sponsored By" location this size is used.

**Please note that there is only one (1) static Banner position available for this location.

The screenshot shows the Cruisin' Style Magazine website with various banner ad placements. At the top, there is a 'Top Banner' area. Below it, there are 'Wide Skyscraper' banners on the right side. The main content area features several 'Regular Banner w/nav bar' and '1/2 split Regular Banner' placements. There are also 'Square Boxes' and '1/4 Square Box' placements. The website includes a navigation bar, a search bar, and a list of featured articles and events.

SPECS	Dimensions
Top Banner	500 x 90
Wide Skyscraper	160 x 600
Bottom Links	745 x 20
Regular Banner w/Nav bar	392 x 72
1/2 Split Regular Banner	180 x 72
1/3 Split Regular Banner	130 x 72
Square Boxes	250 x 250
1/2 Square Box Horizontal	250 x 125
1/2 Square Box Vertical	125 x 250
1/4 Square Box	125 x 125
Customizable sizes upon request	