

ONLINE RATES & SPECS



Number of Impressions	Rate/mo	Package Size
15,000	\$225	Small
25,000	\$375	
35,000	\$525	
45,000	\$675	Medium
50,000	\$750	
60,000	\$900	
75,000	\$1,125	Large
90,000	\$1,350	
100,000	\$1,500	

Premium Placements	
E-Newsletter EXCLUSIVE	\$750/mo
Pre-Roll Video	\$300/mo
Site Sponsor SHARED (2 ADV) EXCLUSIVE	\$375/mo \$750/mo

Name	Width x Height	Max kb
A Site Sponsor	88 x 31	40kb
B Leaderboard	728 x 90	40kb
C Island	300 x 250	40kb
D Skyscraper	160 x 600	40kb
E Pre-Rol Video	.wmv or .flv	10-15 sec

Frequency Discount	
3 months	5%
6 months	10%
12 months	20%

SPECIFICATIONS

- File Types Accepted:** GIF, JPEG, HTML, JavaScript, Flash
- Resolution:** 72 dpi for Web-ready. Minimum 300 dpi for all other artwork.
- Link*:** Include exact URL for link.
- *Flash Ads:** Use the Click TAG method.
- Lead Time:** 4 business days
- Reporting:** Clients will be provided with a monthly status report during your campaign period as well as a final report at the end of campaign period if requested.
- In-house Production:** We would be happy to produce advertisements for clients. Please contact your sales representative for more information.

NashvilleLifestyles.com reflects the magazine's commitment to delivering the latest on celebrities, events, nightlife, cuisine, real estate, travel and more. Benefit from receiving monthly traffic reports that will showcase how many times your ad was seen and how many users visited your website. Add an online component to your magazine ad to increase your reach to the savvy online reader. In addition, reach a targeted audience with our other Lifestyles niche sites: At Home, Murfreesboro, Summer and NashvilleWeddings.com