

Over60Exchange

ADVERTISER RATE PROGRAM (Fall 2012)

FOUNDERS PROGRAM (Note 1)

Advertisers signing up between the months of **November 2012 through June August 2013** for advertising space on the Over60Exchange.com will receive a special rate as described below.

Over60Exchange is expecting a significant and steady growth in visitors but regardless of total website page views, this SPECIAL Founder's Program rate will be "grandfathered" through the end of 2013.

All advertisers in the Founder's Rate Program will also receive a 20% discounts on all future ad rates commencing January 1, 2013 for as long as they advertise on the Over60Exchange.

FOUNDER'S AD RATE - TABLE #1 (More features will be offered as developed)

AD SIZE *	LOCATION	ZONE	/ MONTH **
468 x 60 pixels	Banner TOP of page ONLY (Not Available)	n/a	\$200
468 x 60 pixels	Banner BOTTOM of page ONLY (Not Available)	n/a	\$100
468 x 60 pixels	Banner BOTH Top & Bottom	1&2	\$300
468 x 60 pixels	Banner BOTH – 4 sec. Rotation *** (Not Available)	n/a	\$400
300 x 250 pixels	Newsletter or News Flashes (minimum 3 per mo.)	1	\$200

* More sizes will become available as page numbers increase

** Includes all pages on website

*** 4 second rotation alternates with other until screen refreshed (This option not available until late 2009)

Sample
468 x
60
Banner



General Banner info

Banner ads run at the top and bottom of each page or within the Over60Exchange Newsletter, special Over60Exchange News Flashes, website based Over60Exchange publications or other such special notices that may be sent out electronically.

Over60Exchange Policies

All website advertising is subject to Over60Exchange approval before acceptance. Over60Exchange reserves the right to reject any ad that it feels detracts from the image of Over60Exchange, is offensive to Over60Exchange members, makes derogatory or offensive statements, detracts from the mission of Over60Exchange, contains pornographic, hate related messages, religious, political or dogmatic material.

Terms

First payment is due upon contract acceptance. After first payment all other payments are due no later than 5th day of the month. Payments can be by check or credit card. All contract periods are 30 days. Note: No refunds for unused portions of 30 day period.

Banner Art

As a Founder Advertiser, if you do not have a banner we can capture one from your website or, we can create one for you. You provide the web link where you want your banner to point.

Note 1: Rates are subject to change prior to contract agreement by advertiser. Advertiser commitment freezes rate.