

Choice Reviews Online

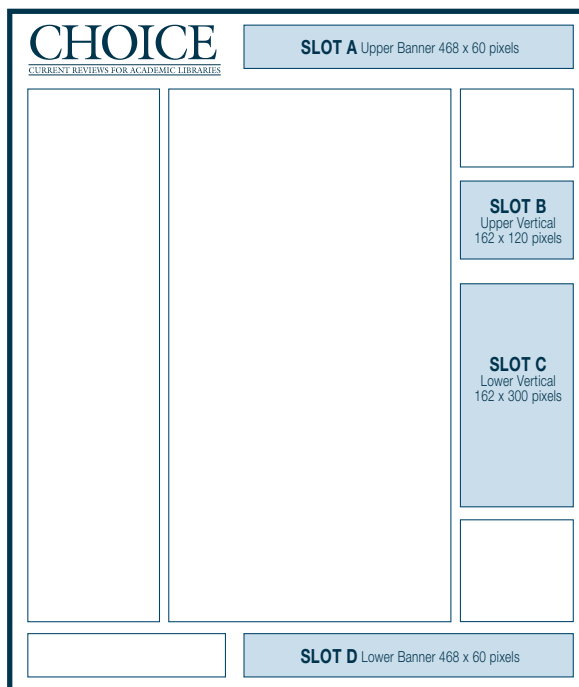
2010 Ad Rates & Specs

Site Ads

Choice Reviews Online users have access to all of the editorial content from Choice magazine. The new interface is user-friendly and includes high-visibility ad placement. Online ads are an effective, low-cost way to enhance a print campaign. Prices and ad options are detailed below. **Site ads are rotating ads, limited to a maximum of 4 ads per slot.**

Newsletter Ads

Choice Reviews Online allows every user to set up their own profile to receive a customized Newsletter every month with the reviews in their areas of interest. The Newsletter ads will be seen by more than 10,000 online users! And now reach even more users with our 5 additional monthly Newsletters: Forthcoming Titles, Editors' Picks, Hot Topics, Shelf Life, and Internet Resources. See below for pricing and ad specifications. **Newsletter ads allow for one ad per slot.**



SITE ADS	1X	3X	6X	12X
SLOT A Upper Banner	\$660	\$620	\$590	\$560
SLOT B Upper Vertical	\$530	\$500	\$470	\$450
SLOT C Lower Vertical	\$480	\$450	\$430	\$400
SLOT D Lower Banner	\$400	\$380	\$360	\$340

NEWSLETTER ADS	1X	3X	6X	12X
SLOT A Upper Banner	\$660	\$620	\$590	\$560
SLOT B Upper Vertical	\$530	\$500	\$470	\$450
SLOT C Lower Vertical	\$480	\$450	\$430	\$400
SLOT D Lower Banner	\$400	\$380	\$360	\$340

Drive traffic directly to your Web site by including a link to your URL at no additional cost! (Available for both Site and Newsletter ads.)

Contracts and Discounts: Six-time and twelve-time contracts earning frequency discounts (see rates) are accepted for one-year periods (twelve issues). Short rate adjustments are made at end of contract period if terms are not fulfilled. Contract holders will be given reasonable notice of any increase in rates and the opportunity to cancel their contracts at the time the increase becomes effective; if they do not so cancel, the increase will be applied to subsequent insertions under the contract.

Mechanical Specifications: Maximum size for all ads is 30k. Required Files: Standard .jpg or .gif only. Site ads: Flashing ads are for 1 loop, maximum of 15 seconds. Newsletter ads: Static ads only. Please preflight before submitting to avoid delays in production.



FOR MORE INFORMATION, contact Pam Marino at pmarino@ala-choice.org, call 860-347-1387, or visit www.ala.org/acrl/choice.