

Affaire de Coeur
Web Advertising Price List

Banner Ads:

Positioning: Banners run randomly on all of our pages except for review pages.

Creative Specs: .jpg, animated gif and Flash. File size no larger than 500K.

Ad delivered ready for Insertion: \$330.00 monthly

Contract: 3 Months: \$318.00 6 Months: \$306.00 12 Months: \$294.00

Banner on Review Pages:

Added to other Banner Rotation: \$138.00 monthly

Individually outside of other Rotation: \$330.00 monthly

Contact us for quote if we are to create the banner for you.

Banner is used in rotation with other Banners.

Book Cover:

Positioning: Book Covers run randomly on all of our pages except review pages.

Creative Specs: .jpg or .gif

Cover: \$145.00

Contract: (Book Cover can be changed while under contract to coincide with current publications): 3 Months: \$132.00 6 Months: \$126.00 12 Months: \$119.00

Book Cover on Review Pages:

Added to other Book Cover Rotation: \$78.00 Monthly

Individually Outside of other Rotation: \$120.00 Monthly

Book Cover is used in rotation with other Book Covers.

Front Page: This is the prime area for advertising:

Top of Page: \$420.00

Left Side Column: \$360.00

Right Side Column: \$360.00

Bottom of Page: \$360.00

Adding banner to Review Pages: \$140.00

Second Page (Current Issue Page):

Top of Page: \$360.00

Left Side Column: \$330.00

Right Side Column: \$330.00

Bottom of Page: \$330.00

Adding banner to Review Pages: \$140.00

Space and Materials Deadline: Ready to insert: 1 week prior to insertion

If we have to design: 2 weeks prior to insertion

Contact: Bonny Kirby at advertising@affairedecoeur.com or 817-373-3496