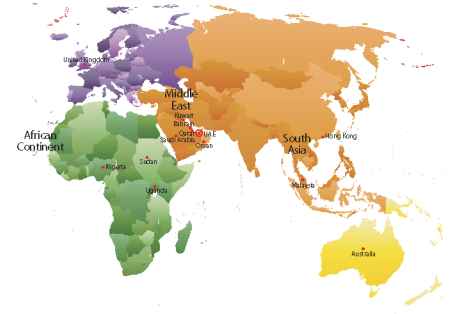


# ONLINE RATE CARD

www.aircargoupdate.com  
Year 2017



## Geographical Distribution



### Why advertise online

- Wider Coverage
- Targeted Audiences
- Affordable
- Easy to Track and Measure Conversion
- Informative
- Better ROI

### Non-Stop Marketing

Direct links from our site to yours will enable your target customers to have access to your company 24 hours a day, 365 days a year. The hotlink empowers you to strengthen your company brand and drive potential visitors to your site, Be open for business even when your office is shut.

### Flexible Advertising Options

Banners & Logo Links

Banner advertising rates are available on quarterly rates and vary, based on sections, from Constant Sponsorship to Banner Advertising on selected pages; we can offer sponsorship to meet your budget.

## Online Advertising Rates

	1-3 months	4-6 months	7-9 months	10-12 months
Home Page - Banner - Header	4,800\$	9,000\$	12,600\$	16,000\$
Home Page - Banner - Footer	4,410\$	8,220\$	11,430\$	14,000\$
Home Page - Skyscraper	5,250\$	9,840\$	13,770\$	17,000\$
IMU - Lrec	2,490\$	4,320\$	5,490\$	6,000\$
IMU - Square	2,190\$	3,720\$	4,590\$	5,500\$
Logo Hot Link / Slugs	1,710\$	3,180\$	4,320\$	5,000\$

Front Page/ Landing Page	in USD	in USD	in USD	in USD
Home Page- Banner-Header	3,600	6,300	8,550	10,000
Home Page- Banner- Footer	3,180	5,640	7,380	8,500
Home Page- Skyscraper	4,170	7,620	10,350	12,000
Logo Hot Link / Slugs	1,050	1,860	2,610	3,000

Special Projects				
Micro Site	6 months	15,000\$	12 months	20,000\$
News letter - Bi monthly	3 Issues	12,500\$	6 Issues	16,000\$

### Technical Specifications

Banner Header & Footer	728 X 90 pixels
KCM - L Rec	300 x 250 pixels
KCM - Sq	250 x 250 pixels
Skyscraper	160 x 600 pixels

### Creative Deadlines:

All GIF and JPEG ads, text ads and linking URLs must be delivered seven business days prior to campaign start.

Please note: If you choose to have your link tracked, the provided URL will be embedded within a tracking code. Therefore, the tracking URL will not contain your company's name. You may want to include your URL within the ad copy.

### Note below:

1. The advertising creative is placed in a rotation with all other online advertisers on an all open advertising position on the site.
2. aircargoupdate.com reserves the right to reject any or all advertisements submitted.
3. aircargoupdate.com reserves the right to change its advertising rates. Advertising will be given 30 days notice of any changes.