

# APPLIANCE.com

Helping You Buy the Best Appliances

## 2007 Online Advertising Rates

	1 Month	3 Months	6 Months	9 Months	12 Months	Material	Ad Size (in Pixels)
Great Appliance Giveaway	\$5,200	\$4,995	\$4,795	\$4,605	\$4,420	GIF or JPEG	468 x 60
Skyscraper Banner—(ROS only)	\$1,800	\$1,600	\$1,400	\$1,200	\$1,000	GIF or JPEG	120 x 600
Banner—ROS	\$1,500	\$1,300	\$1,100	\$900	\$700	GIF or JPEG	468 x 60
Button Ads—ROS	\$1,000	\$900	\$800	\$700	\$600	GIF or JPEG	120 x 60
Category Specific Text Link	\$800	\$780	\$760	\$740	\$720	GIF or JPEG	

### Feature Product Spotlight

3-Months	\$1,350
6-Months	\$2,550
9-Months	\$3,600
12-Months	\$4,500

Material: Product highlighted on Home page (rotated with other FPS items) with picture (100 x 200 pixels) and short product description.

FPS page includes 1–2 product pictures and detailed description (up to 150 words), and link to manufacturers web site.

### Category Feature Product Spotlight

3-Months	\$950
6-Months	\$1,395
9-Months	\$1,815
12-Months	\$2,180

Material: Product highlighted on Category Home page with picture (100 x 200 pixels) and short product description.

FPS page includes 1–2 product pictures and detailed description (up to 150 words), and link to manufacturers web site.

THE **ULTIMATE** CONSUMER GUIDE FOR BUYING APPLIANCES

[www.Appliance.com](http://www.Appliance.com)