

LAKELAND *Living*

Advertising Placement on the Lakeland Homeowners Association Web Site

Attached is information concerning advertising conditions, ad sizes and pricing.

Application

I would like to place an ad for: _____ Contact Name: _____

Address: _____ Phone: _____

My attached data is Print-Ready B Yes BNo Email: _____

My artwork/copy is to be assembled per these instructions: _____

Left and Right Panel Ad Size: 140px by 140 px with Number of Images: (up to three) _____

Top Banner Size: 270px by 90 px with Number of Images: (up to three) _____

Signature: _____ Signed by: _____ Date: _____

Special Instructions and Notes: _____

Lakeland Web Site Advertising Pricing

| Ad Description | Width by Height | Annual Price | Annual Price with Newsletter Annual Ad |
|------------------------|-----------------|--------------|--|
| Top Banner | 270px by 90px | \$900 | \$600 |
| Left or Right Panel Ad | 140px by 140px | \$450 | \$300 |

Advantages of Web Site Advertising coordinated with Newsletter Ad Contract

- 1) The ads show on all the pages of the web site of which the Front Page, Community Center and Neighborhood pages are the most frequently fetched.
- 2) The graphics on any ad can have up to three rotating images which can hold 3 times as much information as a single graphic would.
- 3) The hit rate on the Lakeland Living web site pages currently averages 4000 hits per month.
- 4) The current rate of click through (this means that a user clicked an ad to go to the client web site) is around 50 per month for each of the current side ads.
- 5) If you decide to take out a newsletter ad on each of the four quarterly issues, the web ads are discounted by 1/3.
- 6) The graphics for the ad, if not too complicated, are done for you at no charge as well as the upload and maintenance on the web site.
- 7) You can submit a request for new graphics every 3 months, just as the newsletter does.