



*Family-Friendly News & Fun*

# 2009 Advertising Rates



*Family-Friendly News & Fun*

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# ArcaMax

PUBLISHING

*Family-Friendly News & Fun*



## **A PREMIER PROVIDER OF ONLINE CONTENT**

*More Content. More Subscribers. More Options for You!*

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Whether you have one of the largest media budgets in the online world, or you are new to online marketing, ArcaMax Publishing has advertising options for you.

ArcaMax Publishing serves up 4 billion advertising impressions per year, including newsletter insertions, solo emails, website banners, text links, and co-registration.

### **EFFECTIVE AND EFFICIENT**

We'll work with you to construct an ad package designed to give your campaign every opportunity to succeed. We understand you need your media buys to be efficient and drive volume to deliver a profitable return on your investment.

### **TESTING, REPORTING AND SERVICES**

Many of our long-term advertisers use ArcaMax Publishing to test new offers, subject lines, creative, and landing pages. We're told that our double opt-in list is a consistent barometer of performance for their consumer offers across the Internet.

Our delivery reports and stats provide a timely and meaningful decision making tool to measure success. You'll get delivery counts, open rates, click through info and more.

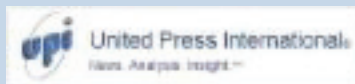
## TRUSTED ONLINE PUBLISHER

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Since 1999, we have helped clients put their messages in front of our growing subscriber base. We freely acknowledge all offers won't work for our readers. But many do, month after month.

Give us a test. See if the results warrant your continuing business. Much of our ad space is filled with long-term advertisers who have ongoing agreements in place with us, a rarity on the Internet. We hope you'll join them.

We give our newsletter readers the option of getting quality offers from third party advertisers as part of our normal subscription process. Your email will be distributed by ArcaMax Publishing so you can be sure our readers will give your offer the attention it deserves.



## **SIMPLIFY ONLINE ADVERTISING WITH ARCAMAX**

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Online advertising is easy with ArcaMax. Choose from a variety of ad placements to promote your offer to a highly-engaged consumer audience. Then, receive timely and accurate reports detailing your campaign's performance. We'll also include honest, constructive feedback including a thoughtful optimization recommendation. And, receive competitive rates for every campaign. It is that easy.



# ONLINE NEWSLETTER ADVERTISING


Every day, we distribute over 5 million newsletters to our subscribers. Our readers regularly check their email inboxes for ArcaMax newsletters. It's content they want; content they've requested.

- We are fully CAN-SPAM compliant.
- Members of the Sender Score Certified Program.
- Your ad gets through and your site gets traffic!

## DID YOU KNOW?

ArcaMax Publishing is a Participating Sender in Return Path's Sender Score Certified program.

Sender Score Certified is the industry's leading accreditation system, used by more than 35,000 receiving domains, including MSN Hotmail, Windows Live Mail Beta and Roadrunner, covering more than 250 million email mailboxes worldwide.



Family-Friendly News & Fun

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**Click Here now to get your CARD!**

**For FirstName**  
Friday October 24, 2008  
[Today's Comic](#)

Sponsored by:

## Your Ad Here





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**More From ArcaMax Publishing**

**Newsletters:** Comics - Knowledge - Lifestyles - News - More  
**Classic Books:** Fiction - Non Fiction - Short Stories - Sci-Fi - More  
**More:** Quizzes - Sudoku - Crossword - Weather - Sports - Columns  
**En Español:** Ultimas Noticias - Tiras Comicas - Deportes - Sudoku

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Make sure your email gets to your inbox. (and not your junk folder) just add [www.arcamax.com](mailto:www.arcamax.com) to your e-mail address book or safe list. Thank you!

**ArcaMax PUBLISHING**

ArcaMax Publishing, Inc.  
729 Thimble Shoals Blvd., Suite 3-B  
Newport News, VA 23606  
Fax: (757) 596-9731

ArcaMax Publishing is a leading publisher of family-friendly newsletters, featuring popular comics, games, feature columns and books by email. Thank you for reading the "Garfield" newsletter. You are subscribed with the following email address:  
[www@somewhere.com](mailto:www@somewhere.com)

**Please feel free to forward this email on to your friends!**

**Advertise in ArcaMax Newsletters**  
Family-friendly consumer content to 5 million subscribers  
[Free online advertising tips & tools](#)

| My Account   | Unsubscribe  | Advertiser's Directory  | FAQ / Help   | Contact the Editor   |
|--|--|---|--|--|
| Manage your subscriptions, change your email address and more... | Use the unsubscribe link to discontinue receiving this newsletter or any other ArcaMax subscription. | Contact information for recent advertisers. Consumer Online Buying Guide. FTC Tips for shopping online. | Answers to our most frequently asked questions. Contact Customer Service | Have a question or comment about an article you read in one of our ezines? |

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## NEWSLETTER OPTIONS AND SPECIFICATIONS

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### EDITORIAL NEWSLETTER HTML ADS

Target your audience with our editorial newsletters. We offer syndicated and original content including recipes, sports, religion, current news, and more!

- 160 x 600
- 300 X 250
- No flash or animation
- Over 40 editorial lists

### TEXT LINK ADS

A text link is a month-long listing in an ArcaMax newsletter. This low-cost advertising secret puts your company's link in front of our subscribers every single day. There are only seven text link positions available on each newsletter.

- Target your audience in select editorial newsletters or run of network.
- Up to 60 characters including spaces.

### CARTOON NEWSLETTER HTML ADS

Our readers look forward to receiving our syndicated cartoons everyday including Garfield, Family Circus, Baby Blues, and Cathy.

- 660 x 660
- No flash or animation
- Over 30 cartoon lists
- Like a stand alone Solo space in a content based comic.

### FREESITES TEXT NEWSLETTER

Features your product in our FreeSites text newsletter to over 1,000,000 subscribers. This newsletter features free coupons, weight loss products, crafting supplies, clipart, email, work-at-home opportunities, and more.

- The top FreeSites sponsor can place a message in the email subject line and receives twelve lines of text (60 characters per line) in the body of the newsletter.

# ONLINE NEWSLETTER RATES

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## STANDARD PACKAGES

The Executive: \$2,995

The Executive Package provides premium placements with the widest reach.

Run of network top position ad to 5,000,000

Run of network middle position ad to 5,000,000

Middle sponsor in FreeSites to 1,000,000

The Entrepreneur: \$1,995

The Entrepreneur Package is a perfect combination of reach and placement.

HTML top position ad to 3,700,000

Run of network middle position ad to 5,000,000

Lower sponsor in FreeSites to 1,000,000

The Start-Up: \$295

Distribute your message to over 1,000,000 readers in a middle position editorial newsletter. This is a great introductory package for new ArcaMax advertisers.

## TEXT LINKS

Run of Network Text Link: \$2,295

Place your text link in every ArcaMax newsletter for the entire month to 3,800,000 million readers daily.

Targeted Newsletter Text Link Placement: \$175 - \$699

Place your text link in specific online newsletters to reach a targeted audience.

*\*\*All pricing and availability is subject to change. Please check with your account executive upon placing an order*

## ONLINE NEWSLETTER RATES

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### OTHER OPTIONS

HTML Run of Network Middle Position Ad: \$995

Your ad will receive the middle placement in every ArcaMax newsletter.

HTML Newsletter Top Position Ad: \$1,995

This premium placement provides the most exposure to your ad. Please note that these spots fill quickly so reserve your spot today.

FreeSites Listing: \$1,395

Feature your product in our FreeSites text newsletter to 1,000,000 subscribers.

As a top sponsor, you get to place your message in the subject line plus twelve lines of text in the body of the newsletter.

You can also purchase middle (\$175) and lower (\$95) sponsor positions in addition to an advertising package purchase. This is cost efficient add-on delivers twelve lines of promotional text to over 1,000,000 in boxes.

Custom Packages: Starting at \$995

Do you want to explore other package options?

Contact us today to discuss creating a custom package to fit your business objectives.

# COREGISTRATION

On an average day, 5,000-10,000 or more readers will confirm a subscription to one of our email newsletters. In addition, many of our newsletters are now available in Spanish through our rapidly-growing sister-site, [www.ArcaMundo.com](http://www.ArcaMundo.com). With 500-1,000 or more readers confirming a Spanish-language subscription daily, we also have a separate Spanish-language registration path available for our clients who desire Spanish-speaking users. Whether ArcaMax or ArcaMundo, your offer may also be targeted on a country-specific basis to our users.

After our subscribers have clicked a link to confirm their subscription, they are shown a number of opt-in coregistration offers. When subscribers select your offer, we collect and provide their information to you. We can provide only the users' email addresses or a complete demographic profile including gender, mailing address and phone number.

**COREGISTRATION SPECIFICATIONS**

120 x 60

jpeg or gif (static or animated)

20k max file size

130 characters of text



## COREGISTRATION RATES

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### BASIC PACKAGE

Includes user data fields:  
email address, plus IP address  
and date-time stamp.

| <u>LEADS</u> | <u>COST PER LEAD*</u> | <u>TOTAL COST</u> |
|--------------|-----------------------|-------------------|
| 1,000        | \$0.25                | \$250             |

### PERSONAL PACKAGE

Includes user data fields:  
Basic package plus user name.

|       |        |       |
|-------|--------|-------|
| 500   | \$0.50 | \$250 |
| 1,000 | \$0.50 | \$500 |

### PROFESSIONAL PACKAGE

Includes user data fields:  
Basic and Personal packages  
plus address and phone number

|     |        |       |
|-----|--------|-------|
| 250 | \$1.50 | \$375 |
| 500 | \$1.50 | \$750 |

*\*These package rates apply to either ArcaMax or ArcaMundo coregistration leads, and will be honored for the duration of the initial insertion order. They may be adjusted, subject to mutual agreement, for subsequent orders.*

# WEBSITE BANNER ADVERTISING

The ArcaMax website is fast becoming known as one of the web's leading destinations for "Family-Friendly News & Fun." Your advertising banner on our site will reach our readers while they're in a positive mindset.

ArcaMax.com will deliver over 15,000,000 banner impressions each month. Here's your opportunity to get your share of this valuable exposure!

ArcaMundo.com has over a quarter million monthly banner impressions, with rapid growth forecast into 2009.



## ARCAMUNDO.COM WEBSITE SPECIFICATIONS

- 160x600
- 300x250
- 468x60

jpeg, gif (static or animated),  
flash 20k max file size

## ARCAMAX.COM WEBSITE SPECIFICATIONS

- 120x600
- 300x250
- 468x60
- 728x90

jpeg, gif (static or animated),  
flash 20k max file size

## WEBSITE ADVERTISING RATES

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These rates apply to either [www.ArcaMax.com](http://www.ArcaMax.com) or [www.ArcaMundo.com](http://www.ArcaMundo.com), or you may combine both sites in one buy! With over 10,000,000 ArcaMax website and 250,000 ArcaMundo banner impressions every month, your banner ad will get the exposure you want.

As an additional service, we can cap your banner frequency to reach a unique website visitor once (or any other frequency) within a single day to optimize the effectiveness of your banner.

We can also geo-target your ad by country.

| Impressions | Cost Per Thousand (CPM) | Total Price |
|-------------|-------------------------|-------------|
| 250,000     | \$1.00                  | \$250       |
| 625,000     | \$0.80                  | \$500       |
| 1,333,333   | \$0.75                  | \$1,000     |
| 2,000,000   | \$0.70                  | \$1,400     |

# SOLO EMAIL AND RATES

We give our newsletter readers the option of getting quality offers from third party advertisers as part of our normal subscription process. Your email will be distributed by ArcaMax Publishing so you can be sure our readers will give your offer the attention it deserves.

## SEND YOUR OFFER CONFIDENTLY.

- Unsubscribe requests are processed immediately so subscribers who want off the list are not sent your email.
- Our solo email subscribers are also newsletter subscribers. They trust us to screen out unreliable advertisers.
- We are fully CAN-SPAM compliant.
- ArcaMax Publishing is a Participating Sender in Return Path's Sender Score Certified program.

Orange Glo Makes Hardwood Floor Care Easy!

**Orange GLO** **Hardwood Floor Cleaner and Polish System**  
*Hardwood Floor Care Made Easy!*

*Everything you need for a clean, beautifully maintained hardwood floor is packaged in a convenient cost saving kit...*

- ▶ 1 - Hardwood Floor Cleaner
- ▶ 2 - Wood Floor Cleaner & Polishes
- ▶ 2 - Cleaning Pads w/ Allura™ Fiber
- ▶ 1 - Dusting Pad w/ Allura™ Fiber
- ▶ 1 - Orange Glo Mop

**CLICK HERE**

If you prefer not to receive promotions and special offers from us, please [click](#), and your name will be removed from our E-mail list.

Church & Dwight Co., Inc.  
463 N. Harrison St.  
Princeton, NJ 08540

| # of Emails | Cost per 1000 (CPM) | Total Price |
|-------------|---------------------|-------------|
| 3,000,000   | \$2.50              | \$7,500     |



Richard Young  
Vice President  
Newsletter Advertising  
866.596.9732 x 206  
[ryoung@arcamax.com](mailto:ryoung@arcamax.com)

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Charles Strauss  
Manager  
Web Site Advertising  
866.596.9732 x 208  
[charles.strauss@arcamax.com](mailto:charles.strauss@arcamax.com)

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Paul McLean  
Senior Account Executive  
Newsletter Advertising  
866.596.9732 x 212  
[pmclean@arcamax.com](mailto:pmclean@arcamax.com)

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Christine Passo  
Account Executive  
Newsletter Advertising  
866.596.9732 x 211  
[cpasso@arcamax.com](mailto:cpasso@arcamax.com)

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## ArcaMax Publishing, Inc.

729 Thimble Shoals Boulevard, Suite 1-B • Newport News, VA 23606

Tel: 757-596-9730 • Fax: 757.596.9731

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