



2010 Rate Card

Thank you for your interest in advertising with ArcaMax Publishing, Inc.

Every day we send more than 5 million online newsletters to our loyal readers who enjoy our family-friendly, consumer-oriented editorial content. ArcaMax offers 75 newsletters, including both original and syndicated content, on a variety of topics from humor to current events. We also boast a growing audience on ArcaMax.com which delivers 15 million banner impressions each month.

Our readership is comprised of consumers who use the Internet to research and purchase products, whether online or in a retail location. To learn more about our audience demographics, please visit <http://www.arcamax.com/mediakit/audience>.

We look forward to working with you to find the right placement for your business objectives and achieve your online advertising goals!

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Our toll-free number works only inside the United States, for call outside of the U.S., please dial 757-596-9730, plus the corresponding extension.

ArcaMax Publishing, Inc. Advertising Terms and Conditions

- All ads must be pre-paid.
- Ad placement is at the discretion of ArcaMax, unless designated as "top" or "middle" placement.
- Run dates are at the discretion of ArcaMax.
- These are net rates to ArcaMax.
- Ad space often sells out. Space is given at a "first come, first served" basis.
- Rates and special offers are subject to change without notice.
- Ad specification requirements are posted in the online media kit at ArcaMax.com/mediakit.
- All ads must adhere to the ArcaMax Code of Conduct found at ArcaMax.com/mediakit/codeofconduct.
- We reserve the right to correct typos, errors in marketing materials, and insertion orders.

Newsletter Banner Ads

With over 75 online newsletters, we have many options to reach your online advertising goals. Here are our most popular packages.

Standard Packages

1. The Executive: \$3,495

The Executive Package provides premium placements with the widest reach.

- Run of network top placement ad (5,000,000)
- Run of editorial network middle placement ad (1,450,000)
- Middle sponsor in FreeSites (1,250,000)

2. The Entrepreneur: \$1,995

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

- Top placement cartoon ad (765,000)
- Run of editorial network middle placement ad (1,450,000)
- Lower sponsor in FreeSites (1,250,000)

3. The Start-Up: \$295

Sample ArcaMax's advertising capabilities with this introductory package.

- Middle placement editorial ad (1,450,000)

Other Options

Comprehensive ArcaMax Test: \$5,995

With a total distribution of almost 12 million newsletters, many first-time advertisers use this package to test all placements.

After the test campaign, you will receive an analysis of placement

performance and detailed a recommendation for future campaigns.

- Run of network top placement ad (5,000,000)
- Run of editorial network middle placement ad (1,450,000)
- Two top sponsor FreeSites ads (2,500,000)
- One week middle placement New Yorker cartoons (350,000)

Run of Network Top Placement Ad: \$1,495

This premium placement provides the most exposure to your ad in 5,000,000 newsletters. Please note that this popular placement fills quickly and advance placement reservations are recommended.

FreeSites Text Listing: \$1,595

Feature your product in our FreeSites text newsletter to 1,250,000 subscribers. As a top sponsor, you get to place your message in the subject line plus 10 lines of text in the body of the newsletter. You can also purchase middle and lower sponsor placements in addition to an advertising package purchase. This is cost efficient add-on delivers 10 lines of promotional text.

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.



Newsletter Text Links

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.

Run of Network Text Link: \$995.00

Place your text link in every ArcaMax newsletter for the entire month in over 1,500,000 newsletters daily.

One week for only \$295.00

Individual Newsletter Placement*: \$129 – \$749

		Issues per	Emails per	Monthly
Publication	Ad circulation	Month	Month	Rate
Recipes	335,728	30	10,071,840	\$499.00
Local Weather	126,324	30	3,789,720	\$449.00
Travel	102,326	30	3,069,780	\$399.00
ArcaMax Games	94,636	30	2,839,080	\$299.00
Trivia	91,475	30	2,744,250	\$299.00
The You Docs	80,911	30	2,427,330	\$299.00
Horoscopes	65,738	30	1,972,140	\$199.00
Parents	61,820	30	1,854,600	\$199.00
Sports Update	35,253	50	1,762,650	\$199.00
Politics	58,394	30	1,751,820	\$199.00
Entertainment News	53,506	30	1,605,180	\$199.00
Business Success	58,291	22	1,282,402	\$199.00
Crossword	39,914	30	1,197,420	\$199.00
Dear Abby	34,147	30	1,024,410	\$199.00
Gardening Daily Tips	29,742	30	892,260	\$149.00
Current News	15,455	45	695,475	\$149.00
History and Quotes	22,180	30	665,400	\$149.00
Billy Graham	21,908	30	657,240	\$149.00
Vocabulary	20,967	30	629,010	\$149.00
Cats & Dogs	19,260	30	577,800	\$149.00
UK News	18,340	30	550,200	\$149.00
Home and Consumer	16,624	30	498,720	\$99.00
Women	13,745	30	412,350	\$99.00
Religious News	12,254	30	367,620	\$99.00
Sudoku	7,268	30	218,040	\$99.00
Automotive	5,409	30	162,270	\$99.00
Business News	5,302	30	159,06	\$99.00

List counts are effective as of August 2009. List sizes, publishing schedules, and monthly rates are subject to change.

Website Banner Ads

With over *15 million website impressions* every month, your banner ad will get the exposure you want. Simply select your desired level of exposure to calculate your cost.

As an additional service, we can cap your banner frequency so that it only reaches 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 one or any combination of: United States, Canada, the United Kingdom, Australia, New Zealand, or many other countries, as you desire.

# of Impressions	Cost Per 1000 (CPM)	Total Cost
250,000	\$1.00	\$250
625,000	\$0.80	\$500
1,333,333	\$0.75	\$1,000
2,000,000	\$0.70	\$1,400

Website Specifications

120x600
300x250
728x90

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



Website Specifications

160X600
300x250
468x60

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

Co-Registration

On an average day, 5,000 to 10,000 or more readers will confirm a subscription to one of our email newsletters. This form of advertising is perfect for lead generation or building your own opt-in mailing list.

	<u># of Leads</u>	<u>Cost Per Lead*</u>	<u>Total Cost*</u>
Basic Package Includes user data fields: email address, plus (if desired) IP address, and date-time stamp.	1,000	\$0.25	\$250
Personal Package Includes user data fields: Basic package plus user name.	500 1,000	\$0.50 \$0.50	\$250 \$500
Professional Package Includes user data fields: Basic and Personal packages, plus address and phone number.	250 500	\$1.50 \$1.50	\$375 \$750

ArcaMax PUBLISHING
Family-Friendly News & Fun

Thank you for subscribing!

Win a Family Camping Set courtesy of Outdoor Channel.
This month, one ArcaMax subscriber will win a Family Camping Set courtesy of Outdoor Channel. Earn a bonus entry by answering the question below. Earn additional entries by signing up for [Sports Update](#), [Health & Fitness](#) or [Political News](#).

Choose "yes" for offers you would like; "no" for offers you don't. Then click the CONTINUE button below.

<input type="radio"/> Yes <input type="radio"/> No 	Need a Daily Dose of Inspiration? Christianity.com Daily Inspirations FREE email-inspiring, encouraging devotionals each morning.	<input type="radio"/> Yes <input type="radio"/> No 	IQ Tests, Fun Quizzes, Brain Teasers & More You'll receive at least 5 emails w/ky from Puzz.com . Sorry no Comcast, Hotmail or MSN.
<input type="radio"/> Yes <input type="radio"/> No 	FUNNIEST VIDEO-OF-THE-DAY EMAIL NEWSLETTER We scour the internet for: funny videos, pictures & jokes to share. Unsub anytime.	<input type="radio"/> Yes <input type="radio"/> No 	Free Email Conservative Political Cartoons: Townhall.com covers Obama & liberals! Also columns by Coulter, Sowell, Malkin, Will & more
<input type="radio"/> Yes <input type="radio"/> No 	Save \$40 at the Grocers! Coupons - free samples & more from Cool Savings! Check Yes for valuable savings by email. Privacy Policy	<input type="radio"/> Yes <input type="radio"/> No 	LifeScript Healthy Advantage - FREE daily dose of news, advice and tips for better living, as well as Daily Deals e-mails.
<input type="radio"/> Yes <input type="radio"/> No 	Daily Encounter by Dick Innes - Subscribe today FREE to get a Daily Inspirational & FREE e-book chapter, The Magic Number!	<input type="radio"/> Yes <input type="radio"/> No 	Earn \$40/hr at home as a member of TheSurveyPro , the only all-free, all-voluntary survey site. Home of the "No Fees-Ever" promise.
<input type="radio"/> Yes <input type="radio"/> No 	InboxDollars pays cash for reading emails or taking surveys online. Free to join-\$5 signup bonus. Watch for a confirmation email!	<input type="radio"/> Yes <input type="radio"/> No 	Overstock.com Sign up for Overstock's newsletter and receive 5% off your next order!

Continue

Additional Newsletters you might enjoy

These offers are available to US Residents age 18 and Over. By selecting "Yes" to one of our partners' offer boxes above & clicking CONTINUE, you authorize ArcaMax to forward your contact information to the partner so they can get you the info you've requested.

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*These package rates will be honored for the duration of initial lead order, but are subject to change until a signed Sales Insertion Order is in place. Rates may be adjusted for subsequent orders, subject to mutual agreement.