



KARP 1st Quarter Advertisement Guidelines

PAGE LOCATION	AD POSITION	MAX SIZE	ESTIMATED VALUE (cost/month)
HOME PAGE (/HOME.html)	Top Banner*	607 x 80	\$65.00
	In-Page Ad	147 x 190	\$45.00
	Footer	607 x 80	\$30.00
LOGIN PAGE (/access/index.php)	Top Banner*	607 x 80	\$65.00
	In-Page Ad	465 x 180	\$56.00
LOGGED IN PAGES (/access/index.php)	Top Banner*	607 x 80	\$50.00
LOGOUT PAGE (/access/index.php)	Top Banner*	607 x 80	\$50.00
OTHER PAGES	Top Banner* (if applicable)	607 x 80	\$35.00
	In-Page Ad (if applicable)	147 x 190	\$30.00
	Footer (if applicable)	607 x 80	\$25.00

*If the same banner is purchased for multiple pages, every page beyond the first will be charged at half price