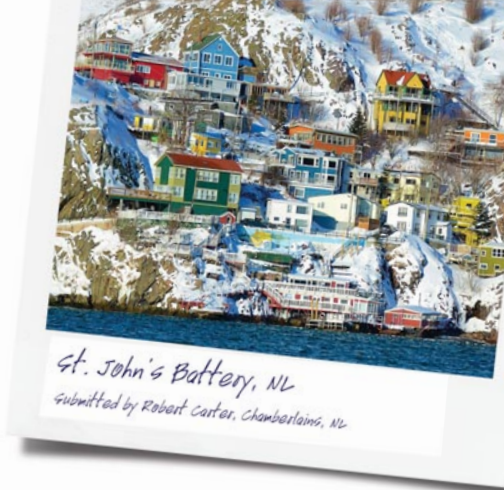




online rates*

downhomelife.com



Ad Type	price*
Leaderboard (1) (home page)	\$499
Leaderboard (1) (other pages)	\$349
Big Box (3) (home page)	\$449
Small Box (2)	\$249

Ad Type	size (pixels)
Leaderboard (1) (home page)	728x 90 px
Leaderboard (1) (other pages)	728 x 90 px
Big Box (3) (home page)	300 x 250 px
Small Box (2)	180 x 150 px

relative ad size/positioning



Leaderboards (1) and Big Boxes (3) are limit one per page and are displayed randomly from a pool of ads. On the Home page these are both not random and can be unique to a single advertiser.

Infinite Small Boxes (2) can display on the Home page and are randomly drawn from a pool of ads.

* All rates are net.

Life is better