

Scuttlebutt Europe Rate Card

Effective until December 31, 2011

Daily email circulation: 14,150 as of January 2010

Daily website / RSS / Syndication views average 3000-4000 per day

Advertising Options	Cost per ad - Text Only	Cost per ad - Text plus graphic	Conditions
24+ ad package	85 Euros	100 Euros	A minimum of twenty four (24) ads placed within a 24 month period; the availability of this package may vary.
12+ ad package	105 Euros	120 Euros	A minimum of twelve (12) ads placed within a 12 month period; the availability of this package may vary
6+ ad package	120 Euros	140 Euros	A minimum of six (6) ads placed within a six month period
3+ ad package	140 Euros	165 Euros	A minimum of three (3) ads placed within a six month period
Single ad insertion	165 Euros	190 Euros	Ad placement based on space availability

- Ads are a maximum of 200 words
- Graphic can be a logo or product picture, width in newsletter will be 150 pixels in width, maximum of 225 pixels height, in either JPG or GIF format. We will alter to fit. We can create animated GIFs at no charge.
- Ad rates are guaranteed through the length of the contract
- Ad billings will be applied to a credit card (Visa, MasterCard or AMEX)
- Ad rates stated herein are guaranteed until December 31, 2011. Any ad or ads purchased before that date is guaranteed regardless of when the ads run.

Ad copy guidelines: - word count includes URL(s) - one sentence headline in all caps (approx. 50 characters incl. spaces) - copy is written in sentence case with proper punctuation and grammar - Suggestion: URL is the last item in the ad - just like our stories. All billing is done at the beginning of the campaign.

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