

# WEB-BASED ADVERTISING

## ADVERTISE ONLINE WITH ENERGY TIMES!

The internet is being used as a resource by health-minded consumers more and more each day. Since energytimes.com was launched it's been a unique and invaluable resource for our readers when they're surfing the 'net. In addition to consumers, it's a unique opportunity for advertisers, too.

An ad on energytimes.com can give our advertisers a cyberspace "presence" that goes beyond the printed page.

### BANNER AD SIZES:

SKYSCRAPER (120x400)	VERTICAL BANNER (120x240)	BUTTON1 (120x90)
		BUTTON2 (120x60)
	FULL BANNER (468x60)	

### Vertical Banner (120 x 240)

1 month.....	\$750
3 months.....	\$675
6 months.....	\$630
12 months.....	\$600

### Button 1 (120 x 90)

1 month.....	\$600
3 months.....	\$540
6 months.....	\$510
12 months.....	\$480

### Button 2 (120 x 60)

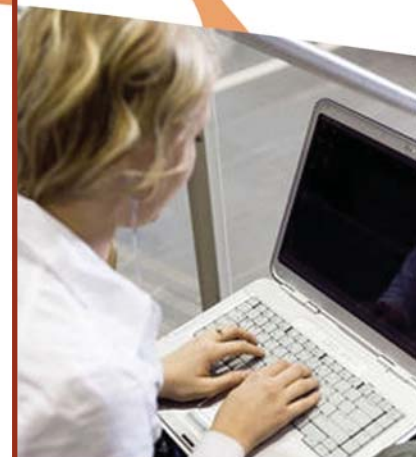
1 month.....	\$450
3 months.....	\$400
6 months.....	\$380
12 months.....	\$360

### Skyscraper (120 x 400).....\$1,000

### Full Banner (468 x 60).....\$1,200

### SPECIFICATIONS:

- Static or animated .gif format
- 72 DPI resolution



**56%**  
of Energy Times  
readers spend more  
than an hour  
online per week

ET reader survey 2007

**ENERGYTIMES**  
www.energytimes.com