

# 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 consumer usage, the ET site is a unique opportunity for advertisers, too. An ad on energytimes.com can give our advertisers a cyberspace "presence" that goes beyond the printed page.



**Skyscraper:** 120 x 400 pixels  
 Monthly.....\$1,000

**Vertical Banner:** 120 x 240 pixels  
 1 month.....\$750  
 3 months.....\$675  
 6 months.....\$630  
 12 months.....\$600

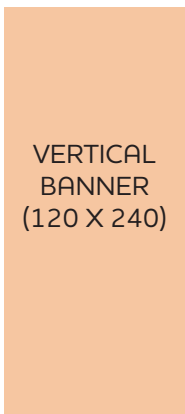
**Button 1:** 120 x 90 pixels  
 1 month.....\$600  
 3 months.....\$540  
 6 months.....\$510  
 12 months.....\$480

**Button 2:** 120 x 60 pixels  
 1 month.....\$450  
 3 months.....\$400  
 6 months.....\$380  
 12 months.....\$360

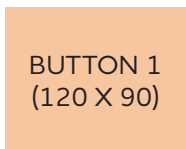
### BANNER AD SIZES:



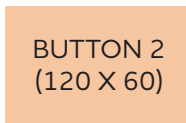
SKYSCRAPER  
(120 X 400)



VERTICAL  
BANNER  
(120 X 240)



BUTTON 1  
(120 X 90)



BUTTON 2  
(120 X 60)



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