

**San Fernando Valley Marketplace Introductory Online Ad Rates**  
Fall 2002

	Ad Type	Visibility	Location	Specs	Cost
<b>Featured site</b>	Text link	Home page	Above the fold	Max 15 words	300
	Text link	Community Section page	Above the fold	Max 15 words	240
	Text link	Community Category page	Above the fold	Max 15 words	150
<b>Banner</b>	Section headline	All the pages of a given section. 5-11 pages total	Top position Beneath our logo	140x40 pixels. No animations	250
	Section sponsor	All the pages of a given section. 5-11 pages total	Center position Below Featured Sites	120 x 80 pixels. Animations OK.	200
	Section navigation	All the pages of a given section. 5-11 pages total	Right navigation bar Above the fold	88 x 31 pixels. Animations OK.	125
	Category headline	Single category page	Top position Beneath our logo	140x40 pixels. No animations	150 / 2mo
	Category sponsor	Single category page	Center position Below Featured Sites	120 x 80 pixels. Animations OK.	120 / 2mo
	Category navigation	Single category page	Right navigation bar Above the fold	88 x 31 pixels. Animations OK.	75 / 2mo
<b>Sponsored link</b>	Text link	Home page	Bottom of page	Max 8 words	100 / 2mo
	Text link	Community Section page	Bottom of page	Max 8 words	80 / 2mo
	Text link	Community Category page	Bottom of page	Max 8 words	50 / 2mo
<b>Coupon</b>	Coupon	Part of our standard "Site Services", linked on every page.	Coupons page	Your ad description and offer becomes a printable online coupon to redeem at your location.	60 / 2mo

Ads run for 28 days, unless otherwise stipulated, and are renewable  
 Fees are securely payable in advance via PayPal  
 All sites will be reviewed in advance for suitability

To sign up: <http://www.sfvmarketplace.com/SiteServices/Advertise/advertise.htm>  
[advertise@sfvmarketplace.com](mailto:advertise@sfvmarketplace.com)