

ONLINE RATE CARD - COIN WORLD



BANNER ADVERTISING

Once you realize the value of advertising in our hobby publications, we're sure that you'll want to expand your advertising even further by placing banner ads on our websites!

Banner advertising provides a great opportunity for you to promote the online portion of your business. As the market changes, it is important that you get a head start on your competition in reaching this market. *Coin World* is the leader in the coin collecting market, and collectors turn to both our weekly publication and our website for the information they need to fully enjoy the hobby. By placing your banner on our website, your message can be seen by all these collectors.

COINWORLD.COM BANNER AD RATES

We've redesigned our CoinWorld.com website. The new site continues to be the primary source for educational and reference information for collectors in the coin market. The information that thousands of viewers a day have grown to know and love will continue to be available on CoinWorld.com.

The new site will have a fresh new look, and will be actively promoting the digital edition of our publications. Our goal, as we move into the future, is to create a complete community, both through print and online for coin collectors and coin dealers to meet.

| COINWORLD.COM Ad Size | Ad Size in Pixels | Site Location | Per Month |
|-----------------------|-------------------|------------------|-----------|
| Leaderboard ① | 481x80 | Home Page Only | \$250.00 |
| Leaderboard ① | 481x80 | General Rotating | 350.00 |
| Leaderboard ① | 481x80 | Run of Site | 500.00 |
| Button ② | 160x160 | Run of Site | 250.00 |
| Half Skyscraper ③ | 160x300 | Run of Site | 350.00 |
| Skyscraper ④ | 160x600 | Run of Site | 500.00 |

NEWSLETTER RATES

Our Coin World e-newsletter is published monthly and is emailed to active coin collectors in the market. Not only are some of these *Coin World* subscribers, but 40,000+ of these collectors are non print subscribers who are active collectors in the market. This is a great opportunity to open doors to new customers!

| NEWSLETTER Ad Size | Ad Size in Pixels | Site Location | Per Month |
|--------------------|-------------------|---------------|-----------|
| Button ② | 160x160 | Run of Site | \$990.00 |
| Half Skyscraper ③ | 160x300 | Run of Site | 1090.00 |
| Bottom Button | 160x160 | Run of Site | 800.00 |

The collage shows several examples of banner ads:

- 1 Leaderboard:** A large banner at the top of the Coin World website with the site logo and navigation menu.
- 2 Button:** A small square ad for the Digital Edition Subscriber Login.
- 3 Half Skyscraper:** A vertical ad for the \$9.99 per year subscription offer.
- 4 Skyscraper:** A long vertical ad for the e-newsletter, featuring a 'COIN WORLD' logo and various articles.

For information on banner advertising contact:

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