

***Poker Player Online Rate Card
Standard Sizes - Effective March 2005***

Ad Name and Placement	Pixel Dimensions (W x H)	Cost Per 100,000 Impressions
RATES FOR ONLINE-ONLY ADVERTISERS		
Leaderboard (Top of Page, Rotating)	728 x 90	\$2,000.00
Large Button (Right Column, Rotating)	120 x 240	\$700.00
Medium Button (Right Column, Rotating)	125 x 125	\$500.00
Small Button (Right Column, Rotating)	120 x 60	\$250.00
FIXED Page Sponsorship Banner (Near Top of Page, Non-Rotating)	690 x 90 max	\$4,000.00
25% DISCOUNTED RATES FOR PRINT ADVERTISERS		
Leaderboard (Top of Page, Rotating)	728 x 90	\$1,500.00
Large Button (Right Column, Rotating)	120 x 240	\$525.00
Medium Button (Right Column, Rotating)	125 x 125	\$375.00
Small Button (Right Column, Rotating)	120 x 60	\$187.50
FIXED Page Sponsorship Banner (Near Top of Page, Non-Rotating)	690 x 90 max	\$3,000.00

***The Poker Industry's Most Cost-Effective Online Medium!
Even more effective for simultaneous in-print advertisers!***

For **Rotating** ads, Poker Player's unique ad system selects 1 leader board and 3 buttons each time a page is displayed. Each time an ad is chosen randomly from the ad pool and displayed, an impression is deducted. **Page Sponsorship banners** appear every time the sponsored page is displayed and can be either text-only created by us, or text and/or graphic, created by the advertiser, up to 690 x 90 in size.

Don't Miss a Click!

Automatic Notification. At 25,000, 10,000 and 0 impressions remaining, advertisers are automatically notified by e-mail that their banner is about to expire.