

ONLINE ADVERTISING OPPORTUNITIES

IMPORTANCE OF ONLINE ADVERTISING

Increase the power of your marketing with Alter Communications' online audiences.

By purchasing online advertising on all, or just one, of Alter Communications' sites, you increase the likelihood that visitors will visit your Web site and thus be more inclined either to buy online from you or to frequent your business.

That's just a fact.

Allow Alter Communications to show you the power of its online advertising.



TILE (120 pixels x 60 pixels)

- 4 positions available on *Style* — Above navigation — Run of site
- 8 positions available on BALTIMORE JEWISH TIMES — Home Page only



BANNER (468 pixels x 60 pixels)

- Home Page and inside content pages; banner centered below navigation bar
- 1 position per page — all sites

MEDIUM RECTANGLE (300 pixels x 250 pixels)

- Home page and inside content pages
- 1 position per page — all sites
- 2 positions on Home Page — *Style*



WIDE SKYSCRAPER (160 pixels x 600 pixels)

- Positions available on all inside content pages
- 1 position available per page; positioned within copy block

LEADERBOARD (728 pixels x 90 pixels)

- Available on the BALTIMORE JEWISH TIMES Web site only
- News, Marketplace, Milestones and Opinion pages only; not available on Home Page
- Banner below navigation bar

INTEGRATED MEDIA CUSTOM OPPORTUNITIES

CUSTOM SPONSORSHIPS

- Custom packages created to meet all client objectives such as contests, sweepstakes and product sampling

OPT-IN NEWSLETTER PROGRAM

- Advertiser content or topic related content (trends) provided
- Private label newsletter

E-MAIL CAMPAIGNS FOR ADVERTISERS

ADVERTISER SURVEYS

REVENUE SHARING/ TARGETED CONTENT

- Gift registry for births, weddings & engagements, and obituaries

WEB DEVELOPMENT/DESIGN

CHOOSE YOUR PLACEMENT

RUN OF ALTER (ROA)

Ad will rotate at random through the BALTIMORE JEWISH TIMES and Style Web sites.

RUN OF ALTER (targeted content ZONES)

Ad will rotate through the BALTIMORE JEWISH TIMES and Style Web sites while targeting specific content departments (Food, Blogs, Travel).

RUN OF SITE (specific publication)

Ad will rotate at random through one specific publication (BALTIMORE JEWISH TIMES or Style Web site).

SINGLE SITE TARGETED CONTENT

Ad will rotate only through specifically targeted departments (Food, Guides) on a single Web site.

SINGLE SITE TARGETED PAGE

Ad will run only on specifically targeted pages (Home Page, Guide, Single Topic/Invitations) on a single Web site.

WEB SITE:

| | jewishtimes.com | baltimorestyle.com | Run of Alter | |
|------------------------------------|-------------------------------|--------------------|----------------|-------|
| Average monthly page views: | 228,947 | 127,006 | 264,522 | |
| HOME PAGE | TILE (120 x 60) | | | |
| | 1 month | \$400 | \$300 | \$500 |
| | 3 months | 1000 | 750 | 1275 |
| | RECTANGLE (300 x 250) | | | |
| | 1 month | \$525 | \$400 | \$650 |
| | 3 months | 1330 | 995 | 1650 |
| INSIDE PAGE | BANNER (468 x 60) | | | |
| | 1 month | \$250 | \$200 | \$350 |
| | 3 months | 650 | 500 | 900 |
| | SKYSCRAPER (160 x 600) | | | |
| | 1 month | \$400 | \$300 | \$500 |
| | 3 months | 1000 | 750 | 1275 |
| | RECTANGLE (300 x 250) | | | |
| | 1 month | \$400 | \$300 | \$500 |
| | 3 months | 1000 | 750 | 1275 |
| | JEWISHTIMES.COM ONLY | | | |
| LEADERBOARD (728 x 90) | | | | |
| 1 month | \$400 | N/A | N/A | |
| 3 months | 1000 | | | |
| E-LETTER | 1 issue | \$200 | \$200 | N/A |
| | 1 month (4x) | 680 | | |
| | 3 months (12x) | 1500 | | |

ADS ACCEPTED IN FLASH, JPEG, GIF, ANIMATED GIF AND THIRD PARTY AD SERVING.

Please contact your advertising executive for available online inventory.



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