

Scuttlebutt Europe Rate Card

Effective until June 30, 2007

Daily email circulation: 14780 as of July11, 2006

Daily website views average 1500-2000 per day

Advertising Options	Full-Sized Cost per ad	Half-Sized Cost per ad	Conditions
24+ ad package	80 Euros	NA	A minimum of twenty four (24) ads placed within a 12 month period; the availability of this package may vary.
12+ ad package	95 Euros	N/A	A minimum of twelve (12) ads placed within a six month period; the availability of this package may vary
6+ ad package	110 Euros	N/A	A minimum of six (6) ads placed within a six month period
3+ ad package	125 Euros	N/A	A minimum of three (3) ads placed within a six month period
Single ad insertion	150 Euros	120 Euros**	Ad placement based on space availability

- = Full-sized ads are a maximum of 99 words; Half-sized ads are a maximum of 50 words
- = Ad rates are guaranteed through the length of the contract
- = Ad billings will be applied to a credit card (Visa or MasterCard)
- = Ad rates stated herein are guaranteed until June 30, 2007

Ad copy guidelines:

- word count includes URL(s)
- one sentence headline in all caps (approx. 50 characters incl. spaces)
- copy is written in sentence case with proper punctuation and grammar
- Suggestion: URL is the last item in the ad - just like our stories.

All billing is done at the beginning of the campaign. For more information contact Graeme Beeson in the UK at +44 0976 773901, email gb@beesonstone.com or David McCreary in the USA at 1 703 801 8037, advertising@scuttlebutteurope.com