

# Scuttlebutt Europe Rate Card

Effective until August 1 2008

Daily email circulation: 14,500 as of February 2008

Daily website views average 1500-2000 per day

Advertising Options	Cost per ad - Text Only	Cost per ad - Text plus graphic	Conditions
24+ ad package	85 Euros	100 Euros	A minimum of twenty four (24) ads placed within a 12 month period; the availability of this package may vary.
12+ ad package	105 Euros	120 Euros	A minimum of twelve (12) ads placed within a six month period; the availability of this package may vary
6+ ad package	120 Euros	140 Euros	A minimum of six (6) ads placed within a six month period
3+ ad package	140 Euros	165 Euros	A minimum of three (3) ads placed within a six month period
Single ad insertion	165 Euros	190 Euros	Ad placement based on space availability

- Ads are a maximum of 99 words
- Graphic can be a logo or product picture, width in newsletter will be 150 pixels in width, maximum of 225 pixels height, in either JPG or GIF format. We will alter to fit.
- Ad rates are guaranteed through the length of the contract
- Ad billings will be applied to a credit card (Visa, MasterCard or AMEX)
- Ad rates stated herein are guaranteed until August 1, 2008

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.

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