



*A Suitable Wardrobe*

## **Advertising Rates**

Effective January 1, 2012

<http://www.asuitablewardrobe.net>

+1 775.473.9592

*A Suitable Wardrobe* is the award-winning weblog covering classic men's clothing and style. It appears each morning, Pacific time, seven days per week and 50 weeks of the year, reaching more than 55,000 readers ( 85% of them male) about 300,000 times each month.

According to a July, 2007 survey by Blogads.com, *A Suitable Wardrobe* readers had a median reported income in excess of \$100,000 annually (8% reported incomes in excess of \$500,000 annually).

A maximum of one banner and nine skyscraper advertisements are available at any time, and every advertisement is displayed on every page of the weblog. In addition, advertisers are listed as one of Will's Favored Sources which adds thousands of links back to the advertiser's website and dramatically improves Google search placement.

## **Ad Specifications and Rates**

Advertising rates are based on the number of monthly visitors to the ASW site during a campaign, with a guaranteed minimum of 143,000 visitors. Ad rates are expressed per thousand visitors; in other words a Skyscraper ad with a CPM of \$12 costs \$1,716 per month for 143,000 visitors. ASW accepts most IAB standard ad sizes:

<u>Name</u>	<u>Size</u>	<u>CPM</u>	<u>Monthly</u>
Rectangle	180 by150 pixels	\$ 9	\$1,287
Rectangle, below the fold	180 by150 pixels	\$ 5	\$ 715
Skyscraper	120 by 600 pixels	\$12	\$1,716
Wide Skyscraper	160 by 600 pixels	\$13	\$1,859
Banner, below the fold	728 by 90 pixels	\$ 7	\$1,001

Preferred placement locations require a minimum six month commitment and are subject to availability.

The advertiser is responsible for supplying a link to a jpg or gif format file hosted on the advertiser's server, and a click-through link to a landing page on the advertiser's website. Animated GIF banners should be files smaller than 50KB, with animations shorter than15 seconds.

## **Advertising Terms and Conditions**

A. Guaranteed minimum impressions for a campaign are paid in advance. Receipt of the advertiser's initial payment constitutes acceptance of these advertising terms. If impressions fall below the rate base in any month, the shortfall is refunded to the advertiser.

B. An advertising contract cannot be invalidated by wrong insertions or omissions. In the event publication is interrupted for any reason, or if advertising to be published is omitted, the Publisher shall not be held liable for failure to publish advertising however any shortfall in impressions will be refunded.

C. The Publisher is not responsible for failures of the advertiser's web server that hosts advertisements and no credit will be given for any periods when an advertisement may not be available from the host server. Advertiser provided creatives must be available three days prior to the campaign's start date.

D. The Publisher reserves the right to edit or reject any advertisement, including that which, in its sole opinion, is not in the best interest of its readers or public decency.

E. The Publisher reserves the right to insert above any advertisement the word "advertisement" one or more times if the advertisement could be construed by the reader as news or editorial content. "Advertisement" will not be set in the typeface used in editorial columns.

F. The Publisher's liability for any error shall not exceed the cost of space occupied by the error and under no circumstances shall the Publisher be liable for any consequential damages. Claims for allowances for errors must be made within ten (10) days of the beginning of a campaign.

G. Advertiser agrees to assume sole responsibility for statements contained in their advertisements and to protect and hold harmless the Publisher against any and all liability, loss or expenses including attorney's fees arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names of patents, copyrights and proprietary rights, and all violations of the right of privacy resulting from the publication by the Publisher of the advertiser's copy.