

WorldRadio Online

25 Newbridge Road, Hicksville, NY 11801

Web Display Advertising

Display advertising in *WorldRadio Online* is available in a wide variety of sizes, shapes, colors, and positions. Advertising is solicited from reputable firms and organizations whose products and services are of direct or related interest to the readership of *WorldRadio Online*.

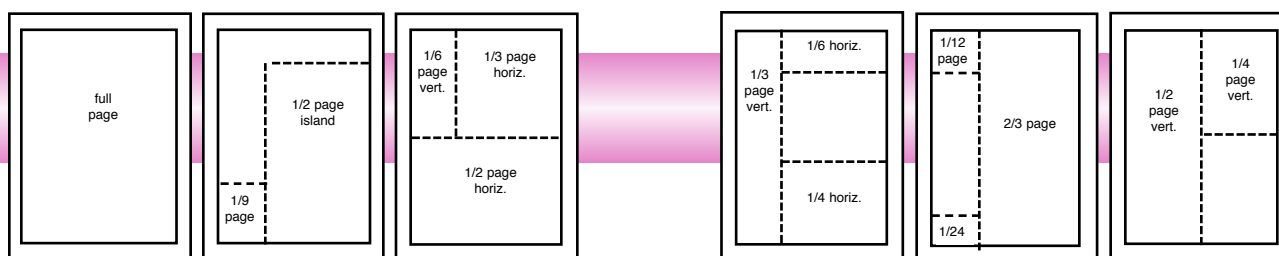
In addition to standard space advertising, a variety of unique and innovative advertising devices are now available only in *WorldRadio Online*. Contact Jon Kummer, Advertising Manager for a breakout of our display advertising rates and terms. *WorldRadio Online* assumes no responsibility for the technical worthiness of the products and services advertised within its pages, and reserves the right to refuse or reject any advertisement. Previous acceptance of an advertisement will not prevent *WorldRadio Online* from exercising its right to refuse the same advertisement in the future.

New advertisers may be required to file a credit application and/or prepay initial insertions in order to establish an open account.

Deadlines

Issue	Reserve Space	Final Material	Magazine Online Access Begins
January 2010	11/10	11/16	12/20/09
February	12/10	12/15	1/20/10
March	1/12	1/15	2/20/10
April	2/15	2/18	3/20/10
May	3/15	3/18	4/20/10
June	4/15	4/20	5/20/10
July	5/14	5/19	6/20/10
August	6/14	6/17	7/20/10
September	7/13	7/16	8/20/10
October	8/13	8/18	9/20/10
November	9/13	9/16	10/20/10
December	10/12	10/15	11/20/10

Layout Information



Mechanical Requirements

Please supply a web optimized PDF. A color proof must accompany all four-color advertisements. Publisher supplied layout, corrections or color proofs done at client's request and charged back at prevailing time and material rates.

Space	Vertical		Horizontal	
	Width	Height	Width	Height
Full page	7"	10"	-	-
2/3 page	4 5/8"	10"	-	-
1/2 page island	4 5/8"	7 3/8"	-	-
1/2 page	3 3/8"	10"	7"	4 7/8"
1/3 page	2 1/4"	10"	4 5/8"	4 7/8"
1/4 page	3 3/8"	4 7/8"	4 5/8"	3 3/8"
1/6 page	2 1/4"	4 7/8"	4 5/8"	2 1/4"
1/9 page	2 1/4"	3 1/8"	-	-
1/12 page	2 1/4"	2 3/8"	-	-
1/24 page	2 1/4"	1 1/4"	-	-

Magazine Page Size

8 1/8" wide x 10 3/4" deep

Advertising Rates

Ad Size	1X	3X	6X	12X
Full page	\$900	\$850	\$800	\$700
2/3 page	\$605	\$575	\$550	\$500
1/2 page	\$455	\$440	\$420	\$400
1/3 page	\$310	\$295	\$285	\$265
1/4 page	\$230	\$220	\$210	\$200
1/6 page	\$165	\$155	\$145	\$138
1/9 page	\$105	\$100	\$ 95	\$ 85
1/12 page	\$ 85	\$ 80	\$ 75	\$ 70
1/24 page	\$ 45	\$ 42	\$ 40	\$ 38

For assistance in planning your advertising call:

Jon Kummer, WA2OJK, Advertising Manager

516-681-2922 ♦ Fax 516-681-2926

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