



*Hey sassy girl –
Mermaids designs all
banner ads for free!
Book one today...*

Banner Advertising Rate Sheet

What is a banner ad?

A banner ad is a Web-based advertisement for your products or services. It isn't much different than a newspaper or magazine advertisement. But, the benefit of a banner ad is that people can click directly to your Web site to begin working with you.

Banner ads = Instant traffic to your Web site.

Pricing (see page 3 for ad size samples)

Right aligned website banner ads - two month term:

- 160 x 300 pixel ad - \$200
- 160 x 600 pixel ad - \$300

Bottom of website ad - two month term:

- 468 x 60 pixel ad - \$250

Who should advertise with Mermaids of the Lake?

If your business sells products or services to men or women within the Greater Spokane region, or within the state of Washington, then you've come to the right place. We do have an international audience through our blog, with carry-over to the e-zine. But currently, predominate concentration is in the Northwest. Clothing and home décor stores, restaurants,



hotels, service companies, consumable product companies, sellers of mainstream media, or educational facilities can get the word out through this e-zine.

Extend your reach in our E-Newsletter:

All ads purchased will show up automatically on www.mermaidsofthelake.com for a two month term. Additionally, Mermaids of the Lake sends an e-newsletter to about 2,000 subscribers on the 1st and 15th of each month. Your ad will automatically be included in the e-newsletter during that two month term. Therefore, your market penetration just doubled!

Banner Advertising Design

In order to have your banner ad designed, please contact Jennifer Ferrero, jennifer@mermaidsofthelake.com. She will need an electronic copy of your logo, tagline, color preferences, your Web address, and information about text to be included in the advertisement.

Tracking Advertising Value

The Mermaids of the Lake advertising account section will display views on pages and number of clicks to your Web site based upon those views. Therefore, you can track the success of your ad right on the site. In the future, you can re-book your ad by logging into your account to renew your advertisement.

Please note:

All ads are renewable per two month term. You will be notified via email when your ad is going to expire. You can renew it online at that time. Pricing may vary at the time of the next booking. Ads rotate randomly within their scheduled location in the website. You may design and upload your own advertisement on the site.

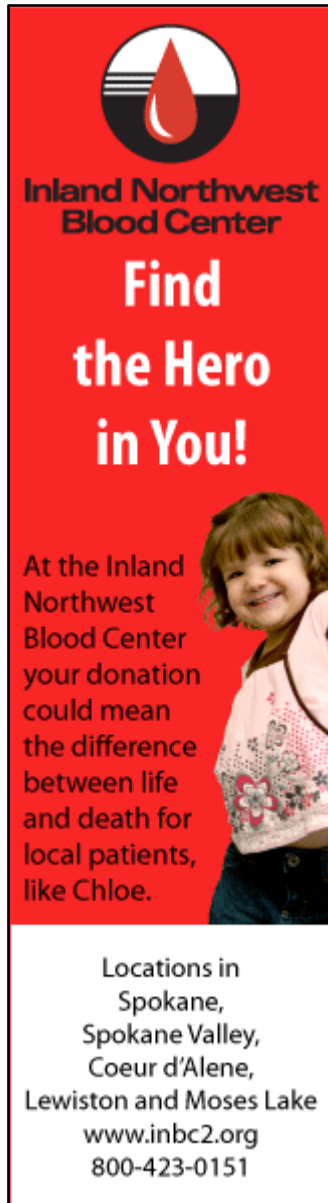
All of our ads can be purchased online at
www.mermaidsofthelake.com/advertise



Advertising sizing samples

If you choose to design and upload your own ad, here are the specified sizes that your ad must be. Please consider adding a logo, description of business, Web address, and contact information.

160 x 600 pixels (sample)



**Inland Northwest
Blood Center**

**Find
the Hero
in You!**

At the Inland Northwest Blood Center your donation could mean the difference between life and death for local patients, like Chloe.

Locations in
Spokane,
Spokane Valley,
Coeur d'Alene,
Lewiston and Moses Lake
www.inbc2.org
800-423-0151

160 x 300 pixel (sample)



SPOKANE
Mama.

- *Enrich
- *Empower
- *Educate
- *Inspire

*Find the resources
you need in the
Inland Northwest*

SpokaneMama.com

tahoe
www.tahoepowered.com

468 x 60 pixel (sample)