

inSights Digital Publication		
Ad	Price Per Issue	Price for Full Year Ad
Spread	\$5,000	\$4,700
Full Page	\$3,500	\$3,200
1/2 Page	\$2,800	\$2,500
1/3 Page	\$2,000	\$1,800
1/4 Page	\$1,500	\$1,200



Spread



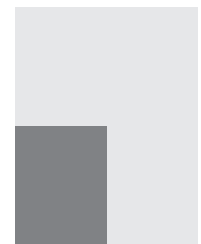
Full Page



1/2 Page

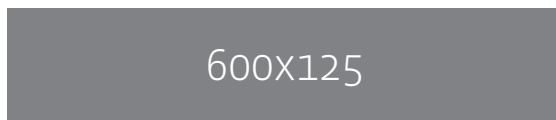


1/3 Page



1/4 Page

COLA E-NEWSLETTER		
Banner Type/Specs	Price Per Issue	Price for Full Year Ad
Leaderboard / 600 x 125	\$3,000	\$2,700
Rectangle / 290x242	\$2,500	\$2,200



5-8 words headlines, Max 30 words at 14px, jpg file under 40kb image and URL



8-10 words headlines, Max 30 words at 12px, jpg file under 40kb image and URL

COLA Websites	
Banner Type/Specs	Price
Leaderboard / 728x90 - Monthly	\$3,000
3 months	\$5,000
6 months	\$7,000
12 months	\$10,000
Rectangle / 180x150 - Monthly	\$2,000
3 months	\$4,500
6 months	\$8,000
12 months	\$14,000

E-blast
Program Features
Pricing
\$0.75 per email address
Total email addresses - 25,000 email addresses - \$3,750
Additional Materials
Client-provided materials (fully coded HTML or static image)
Client logo and URL link
Client-provided materials
300-500 words
E-mail address append list for test and final distribution
Subject line