



## Castro Online Advertising Specials

### Premium Banner Ads

Your banner ad will be displayed at the top of our most visited page for premium exposure. Putting your banner ad on the Welcome page of Castro Online will get you the best response to your advertisement at a low cost. You will be able to put a one sentence personal endorsement for your promotion under your banner ad. In addition to top exposure for your banner ad on our Welcome page, we will also rotate your banner ad on other pages of our site.

### Rotating Banner Ads

Banners are rotated on each page to keep them fresh for visitors. Even when your banner is enrolled to display on the targeted Welcome page, it is rotated on all other specified pages, usually with other banners. We find this increases response by keeping visitors interested in what banner will display next.

Banner Ad Rates (468w x 60h)		
Ad Size	Premium Placement on welcome page (non-rotating top of page)	Rotating Banner on other pages
468w x 60h (10-12K)	<b>\$150 per Month</b> (includes rotation on other pages)	<b>\$150 for 3 Months</b>

### Button Ads

Button ads are placed on the side bar of the Welcome page and other main index pages that are visited often. This allows good exposure for your promotion without interruption.

Button Ads Rates (up to 150w x 150h)		
Ad Size	Welcome Page Only	Other Pages
150w x 150h or smaller (10-12K)	<b>\$300 for 3 Months</b> (non-rotating)	<b>\$150 for 3 Months</b> (non-rotating)

- 3 month minimum for rotating and button ads.
- Additional cost for banner design, starts as low as \$85 per hour.
- 5% discounts for 6 months, 10% discount for 1 year.

### Deluxe Online Business Listings Get your business listed today!

#### Deluxe Directory Business Listing

Castro Online offers **Deluxe Listings** in our Online Directory consisting of your **Business Name, Contact Name, Address and Phone Number, plus a link to your web site and e-mail, a description of your business of up to 150 words, and a photo or image linked to your web site.** (100x100 pixels)

**ONLY \$95/YEAR**