

### Reach over 450,000 unique visitors each month online!

We position your message within each of the full story pages of citypaper.com. Leaderboards and Skyscrapers rotate throughout the site. Rectangles appear next to features and are embedded into articles and listings pages. All rotating ads are guaranteed at least 50,000 ad impressions per week. These compelling graphics jump out at readers as they browse citypaper.com content.

### Cost - Ad Specifications

#### Leaderboard (\$8/CPM)

- Location: Full screen width, top of every page.
- Size: 728 x 90 pixels
- Animation: Allowed
- File types: GIF, JPEG, HTML, DHTML, javascript/jscript, Flash
- File weight: Non-Flash 20k, Flash 30k
- Guaranteed Impressions per week = 50,000

#### Medium Rectangle (\$8/CPM)

- Location: Placed next to main feature on menu pages; embedded in articles and listings pages.
- Size: 300 x 250 pixels
- Animation: Allowed
- File types: GIF, JPEG, HTML, DHTML, javascript/jscript, Flash
- File weight: Non-Flash 20k, Flash 30k
- Guaranteed Impressions per week = 50,000

#### Wide Skyscraper (\$8/CPM)

- Location: Right column of page.
- Size: 160 x 600 pixels
- Animation: Allowed
- File types: GIF, JPEG, HTML, DHTML, javascript/jscript, Flash
- File weight: Non-Flash 20k, Flash 30k
- Guaranteed Impressions per week = 50,000

Ads are rotated throughout content pages of citypaper.com, can change as needed and can be linked directly to your site. Call your account executive today for modern media planning assistance! 410-523-2300

The screenshot shows the CityPaper.com website interface. At the top, there's a navigation bar with 'BALTIMORE CITYPAPER ONLINE' and 'MERRITT ATHLETIC'. Below that, the date is 'Wednesday, February 21, 2007'. The main content area is divided into sections: 'COVER STORY' with a photo of a man in front of a building, 'Where Credit is Due' article, 'NEWS', 'ARTS', 'FILM', 'MUSIC', and 'EAT'. A large black arrow points from the text on the left to the 'Where Credit is Due' article. On the right side, there's a 'RAMS HEAD Live!' event advertisement. Below that, there's a 'Top Jobs' and 'Top Rentals' section. At the bottom right, there's a 'FREE Love' advertisement. The bottom of the page features a 'PLUS...' section with more article teasers and a 'CP-MAIL' subscription form.

### Each Month:

- We will provide you with a screen shot of your ad.
- We will provide you with exact amount of impressions your ad received for the time the ad was posted on citypaper.com.
- If your ad does not receive 50,000 impressions a week we will adjust your cost per thousand to the actual number of impressions received.
- Minimum purchase is one week.