

## PALMTALK ADVERTISING INFORMATION

Thank you for your interest in advertising on PalmTalk. Below is a summary of our important traffic statistics. More detailed stats are available if desired. Pricing is on page 2.

Summary					
Reported period	Month Jul 2013				
First visit	01 Jul 2013 - 00:00				
Last visit	31 Jul 2013 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>43,539</b>	<b>104,358</b> (2.39 visits/visitor)	<b>1,224,704</b> (11.73 Pages/Visit)	<b>6,496,441</b> (62.25 Hits/Visit)	<b>95.74 GB</b> (961.95 KB/Visit)
Not viewed traffic *			<b>739,029</b>	<b>1,035,426</b>	<b>25.59 GB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

There are five available advertising "slots" on PalmTalk. The Header, the Footer, and the Right Sidebar - along with a position occurring after the first topic in every forum list, and a position after the first post in every topic. The header and footer can also be divided into two smaller slots available separately. The header and footer are visible on all pages (including profiles, private messaging, searches, etc), at all times.

The Right Sidebar ad is only visible on the main/home page. However, it is larger, scalable, and of a shape (not a banner) that could be used for some unique designs or purposes, especially if animated.

The two inserted ad slots appear after the first post in a topic, or first topic in a forum.

You can see all the available slots and how they appear by visiting PalmTalk.org and looking around.

The ads can be .jpg, .png, .gif, or animated .gif (not Flash). The only requirement for ads is that they be predominately palm or garden oriented, and that they are acceptable to us as far as conforming to the overall layout of the site - such as color, etc. For those slots purchased for a year, we can change the graphic every few months if desired for a "fresher" look.

You will need to supply us with the **finished** graphic - or I can help modify, design, and create something for you at an extra charge. The additional cost would depend on what it is you wish - single pane, multiple pane, animated, etc.

Dean Ouer – PalmTalk Administrator

Questions – d.ouer@mac.com

**PALMTALK AD PRICING**  
**SPECIAL – FOR THE REMAINDER OF 2013**  
**1 YEAR PRICING INCLUDES 6 MONTH BONUS**  
**18 MONTHS FOR 1 YEAR PRICE**

<b><u>LOCATION</u></b>	<b><u>TIME</u></b>	<b><u>PRICE</u></b>
<b><u>Visible on Every Page</u></b>		
Top Banner - Large Solo	6 Months	\$1000 USD
Top Banner – Large Solo	1 Year	\$1900 USD
Top Banner – ½ Size Shared	6 Months	\$500 USD
Top Banner – ½ Size Shared	1 Year	\$950 USD
Bottom Footer – Large Solo	6 Months	\$500 USD
Bottom Footer – Large Solo	1 Year	\$950 USD
Bottom Footer – ½ Size Shared	6 Months	\$250 USD
Bottom Footer – ½ Size Shared	1 Year	\$450 USD
<b><u>Visible on “Main Index” Page Only</u></b>		
Right Sidebar	6 Months	\$500 USD
Right Sidebar	1 Year	\$950 USD
<b><u>Inserted After First Topic in Every Forum</u></b>		
Full Sized Banner	6 Months	\$500 USD
Full Sized Banner	1 Year	\$950 USD
<b><u>Inserted After First Post in Every Topic</u></b>		
Full Sized Banner	6 Months	\$900 USD
Full Sized Banner	1 Year	\$1750 USD