

NEW YORK HOUSE

THE HOME AND REAL ESTATE MAGAZINE FOR SMARTER LIVINGSM

Web Opportunities & Homepage Map

Reach over 6,000 visitors each month who come to NYH Online to find the latest in green and sustainable living

The screenshot shows the NYH Online homepage layout. Five numbered callouts are placed over specific areas:

- 1**: A large banner at the top left for 'Beaverkill Beauty' featuring a house and contact information.
- 2**: A 'Featured Property' section on the right side, titled 'Historic Enchantment'.
- 3**: A 'Select a Green Broker' button located in the middle-left section.
- 4**: A 'Read Paul McGinniss' Blog' button in the 'more web exclusives' section.
- 5**: A large blue 'NYC Real Estate Expo 2009' banner at the bottom right.

1 Leaderboard

728 x 90 pixels

Stay Front and Center!

Be the first thing our readers see when they log on to newyorkhousemagazine.com.

2 Feature Property Sponsorship Banner

300 x 60 pixels:

Target Home Buyers!

Draw attention from readers interested in real estate and shopping for new homes.

3 Digital Edition Sponsorship Banner

300 x 60 pixels:

Ideal Homepage Real Estate!

Your advertisement is direct sight of our Digital Edition, one of the most popular destination of NYH online.

4 Category Sponsorship Banner

300 x 60 pixels:

Reach Your Target Market!

Ask about our packages which include this homepage ad and interior page sponsorship featuring placement with relevant stories.

5 Rectangle

300 x 250 pixels:

Make and Impression!

Oversized ads on the Homepage combine reach, frequency, and impact.

Web advertising Rates 2010

www.newyorkhousemagazine.com

ONLINE ADS	Monthly	3 Months	6 Months
Leaderboard 728 x 90 pixels	\$ 750	\$ 650	\$ 550
Rectangle 300 x 250 pixels	\$ 450	\$ 350	\$250
Feature Property Sponsorship Banner 300 x 60 pixels	\$ 395	\$ 295	\$ 195
Digital Edition Sponsorship Banner 300 x 60 pixels	\$ 395	\$ 295	\$ 195
Category Sponsorship Banner 300 x 60 pixels	\$295	\$ 195	\$ 95

CATEGORY	Monthly	3 Months	6 Months
<i>Includes Category Sponsorship Banner on Home Page and static ad placement on relevant interior pages</i>			
Leaderboard 728 x 90 pixels	\$ 395	\$ 295	\$ 250
Rectangle 300 x 250 pixels	\$ 350	\$ 250	\$ 195
Skyscraper 160 x 600 pixels	\$ 295	\$ 195	\$ 150

Ask about Online Directory Listings and additional web options

Ad Reservation Deadline:
 9th of every month
Completed Ads Due:
 11th of every month*
*if design services are needed, ad materials are due by the 9th of every month.