

## AUTORENTALNEWS.COM

Attention-grabbing banner ads provide you with a cost-effective way to build brand awareness and provide tangible results. Banners drive traffic to your website to help you develop highly qualified leads.

### BANNER ADS\*

Banners can either be run of site or targeted to sections based on availability. 30,000 to 300,000 impressions available per month.

#### A. TOP LEADERBOARD

Size: 728x90  
Rate: \$80 CPM

#### B. RIGHT RECTANGLE 1

Size: 300x250  
Rate: \$85 CPM

#### C. RIGHT RECTANGLE 2

Size: 300x250  
Rate: \$75 CPM

#### D. RIGHT HALF-PAGE

Size: 300x600  
Rate: \$70 CPM

#### E. RIGHT RECTANGLE 3

Size: 300x250  
Rate: \$60 CPM

#### F. RIGHT RECTANGLE 4

Size: 300x250  
Rate: \$45 CPM

#### G. LOWER LEADERBOARD

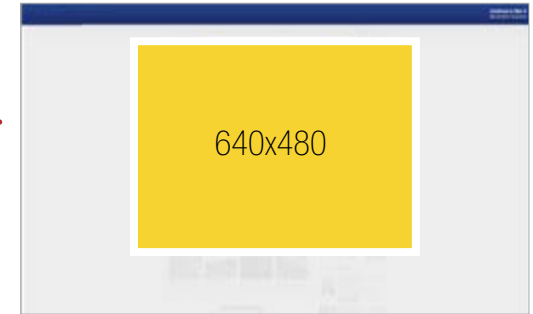
Size: 728x90  
Rate: \$30 CPM





**PRESTITIAL**

Prestitials are well-known to be high impact and generate very high click rates. A prestitial displays as a full page for 15 seconds whenever a user goes to our site, regardless of which page they enter on. Users are given the option to skip past the prestitial.



**PAGE PEEL**

Page peels engage a user directly with your ad in an interactive way. It starts as a page curl in the upper right corner of the homepage. When the curl is moused over, the page peels down to present a 500x500 clickable advertisement. Client provides material, or AF can assist with creation of the ad. We can track hovers as well as clicks for this position.



**RICH MEDIA EXPANDABLE BANNERS**

Expandable banners expand and can go up, down, or left into the body of the site. Not every position allows an expandable. Please speak with your sales rep for more information on specific placements. Additional 15% fee for expandable banners.

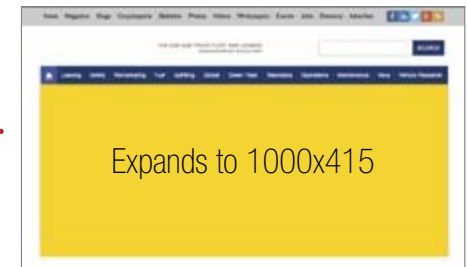
**SITE-SERVED EXPANDABLE BANNERS**

**PUSH-DOWN LEADERBOARD**

1000x66 expands to 1000x415

**PUSH-UP LEADERBOARD**

728x90 or 970x90 sizes accepted



We accept 3rd party tags from all major rich media vendors.

