

Dirty Linen Web Site Advertising

www.dirtylinen.com

Advertising on the *Dirty Linen* website consists of a graphic banner. The graphic will be hot-linked to the web page of your choice.

\$250/month (maximum of one ad in the frame) (120x200 pixels)

Left side navigation frame (www.dirtylinen.com) This frame remains visible the entire time a visitor browses the site, except for visits to the Gig Guide.

\$100/month (maximum of one ad on the page)

Table of Contents (www.dirtylinen.com) Shows contents of current printed edition.

\$50/month (maximum of one ad per page)

Gig Guide Main Page (www.dirtylinen.com/special/tour.html)

\$50/month (maximum of ten banners in the rotation)

Gig Guide Rotating Banner (go to Gig Guide, click on “By Artist” or “By State or Province”)

There is a maximum of 10 banners in the rotation. The banner is picked at random and displayed in a frame at the top of the screen and remains there while the user looks at multiple artist and state gig pages.

\$25/month (maximum of one ad per page)

Festivals/Events List (go to Gig Guide, click on “Events/Festivals”)

Add a graphic to an existing free link.

\$25/month

Record Label List (www.dirtylinen.com/special/label.html — accessible from Table of Contents)

Add a graphic to an existing free link.

\$25/month

Advertiser List contains a list of advertisers in the current printed edition of *Dirty Linen*

(www.dirtylinen.com/special/advertisers.html — accessible from Table of Contents) (only in conjunction with an ad in the printed edition, and only for the two months that issue is displayed on the web site)

Hit counts:

The Table of Contents and Gig Guide pages receive the most traffic, 1,000-2,000 unique visits per week.

The Left side navigation frame is always visible no matter which page the visitor is viewing, except for Gig Guide pages.

Discounts:

15% discount for four consecutive months or more. Discount starts on the first month if four months are paid in advance. Discount starts on the fourth month if paid on a monthly basis.

Graphic requirements:

One graphic is required: 468x60 pixels or 392x72 pixels in GIF or JPG format. The graphic may be provided in interlaced, transparent, and/or animated form if desired. For the Left side navigation frame, the graphic must be 120x200 pixels only in GIF or JPG format.

The graphic file must be sent via email to office@dirtylinen.com.

Questions?

Contact Paul Hartman: office@dirtylinen.com or (410) 583-7973.

Rev. 9/02/05