

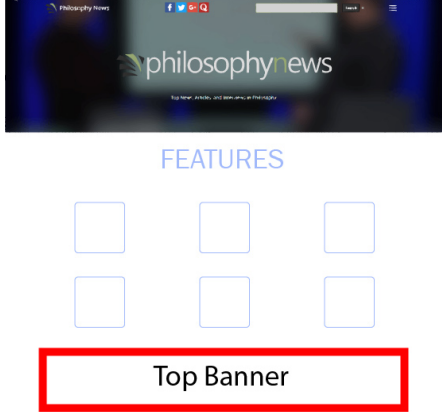
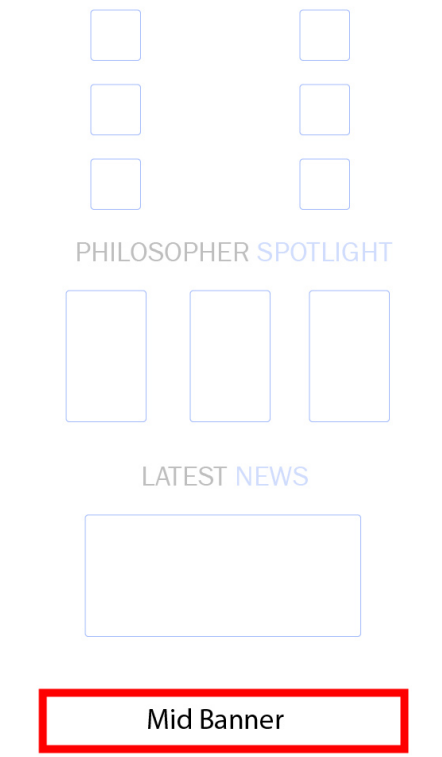

Advertising Rate Card

Thank you for spending your precious advertising dollars with us! We have a growing and dedicated readership that enables you to target your advertising spend to an audience that matters to you.

We price our ads at a flat rate and all ads are priced on a per-month basis. Ads run for 30 days from the initial appearance starting at midnight of the start date to midnight of the end date. All ads show on every page of the site except the search result page. **Exclusive ads** are shown 100% of the time for your ad month in the ad location. **Rotation ads** are shared with other advertisements.

All ads should be submitted as JPG or PNG images in the exact sizes listed below (based on the ad you choose). Ads support a hyperlink to the location you provide. If you'd like us to create the ad image for you, the cost for that is **\$40/ad**. We'll need any logos you want to include and copy.

To set up an advertising contract or if you have special needs or want to talk to us about other advertising arrangements, please contact paulp@philosophynews.com.

Ad space	Cost	Location
728x90 Top banner	\$150/mo exclusive or \$100/mo shared with one other ad in a rotation. Rotation ads show 50% of the time (ads are swapped each minute on page refresh).	
728x90 Mid banner	\$120/mo exclusive or \$80/mo rotation. Rotation ads automatically swap three times without page refresh and include navigation buttons so viewers can go back to your ad at any time.	
728x90 Bottom banner	\$80/mo exclusive or \$60/mo rotation. Rotation ads automatically swap three times without page refresh and include navigation buttons so viewers can go back to your ad at any time.	
728x90 in-article banner. These ads are placed at the top of each article	\$175/mo shared with other ads in a rotation. Rotation ads show 50% of the time (ads are swapped each minute on page refresh).	