

# AIN

ONE SOURCE; GLOBAL REACH

## ONLINE



DIGITAL RATES & SPECIFICATIONS

# 2009



AINonline



AINalerts



AINMXREPORTS



AINtv

# 2009 Online Publication Rates & Specifications

AINonline — Rates (Per Month)					
# of months	1	2-3	4-6	7-8	9-12
Sidebar - Small Banner (sz: 120p x 65p)	\$1450	1350	1150	1000	825
Sidebar - Large Banner (sz: 120p x 120p - 240p)	1875	1750	1525	1300	1075
Top - Large Banner (sz: 275p x 60p)	2200	2050	1800	1525	1275
Splash Ads \$10000 per month Channel Sponsorships \$1500 per month Show/Convention Sponsorships \$5000					

AINAlerts — Rates (Per Month) Published every Tuesday & Thursday					
# of months	1	2-3	4-6	7-8	9-12
Banner	\$12825	12500	12050	11400	11050
<b>Size:</b> Horizontal Banner 495p x 90-120p Vertical Banner 165p x 375p *Contact Ad Sales for quotes on sizes other than above.					

AINmxReports — Rates (Per Month)					
# of months	1	2-3	4-6	7-8	9-12
Banner	\$6425	6250	6025	5725	5525
<b>Size:</b> Horizontal Banner 495p x 90-120p Vertical Banner 165p x 375p *Contact Ad Sales for quotes on sizes other than above.					

## AINonline/ AINAlerts/AINmxReports Specifications

**Accepted File Formats:** .jpg, .gif, Animated.gif, Flash (must include embedded URL set to blank).  
 (Note: for AINAlerts, Flash files not accepted).

**Resolution:** 72 dpi. File Size: Less than 75K.

**Animation:** Continuous looping is permitted with 5-second pause between each occurrence.

**Target URL:** Must be submitted with banner.

**Tag Text (below image):** No more than 50 characters (for AINAlerts only).

AINtv — Featured at HAI, EBACE & NBAA	
<b>Newscast Commercials</b>	
First 30-second commercial each segment:	\$9450
Second 30-second commercial each segment:	\$7075
Discounts: 2-3x: 5%, 4-6x: 7.5%, 7-9x: 10%	
Special show sponsorships are also available.	
<b>Product Videos</b>	\$2625/event
Discounts: 2-3 events: 10%, 4-6 events: 20%	

Contact us at [adsales@ainonline.com](mailto:adsales@ainonline.com) or +1 203 798 2400.