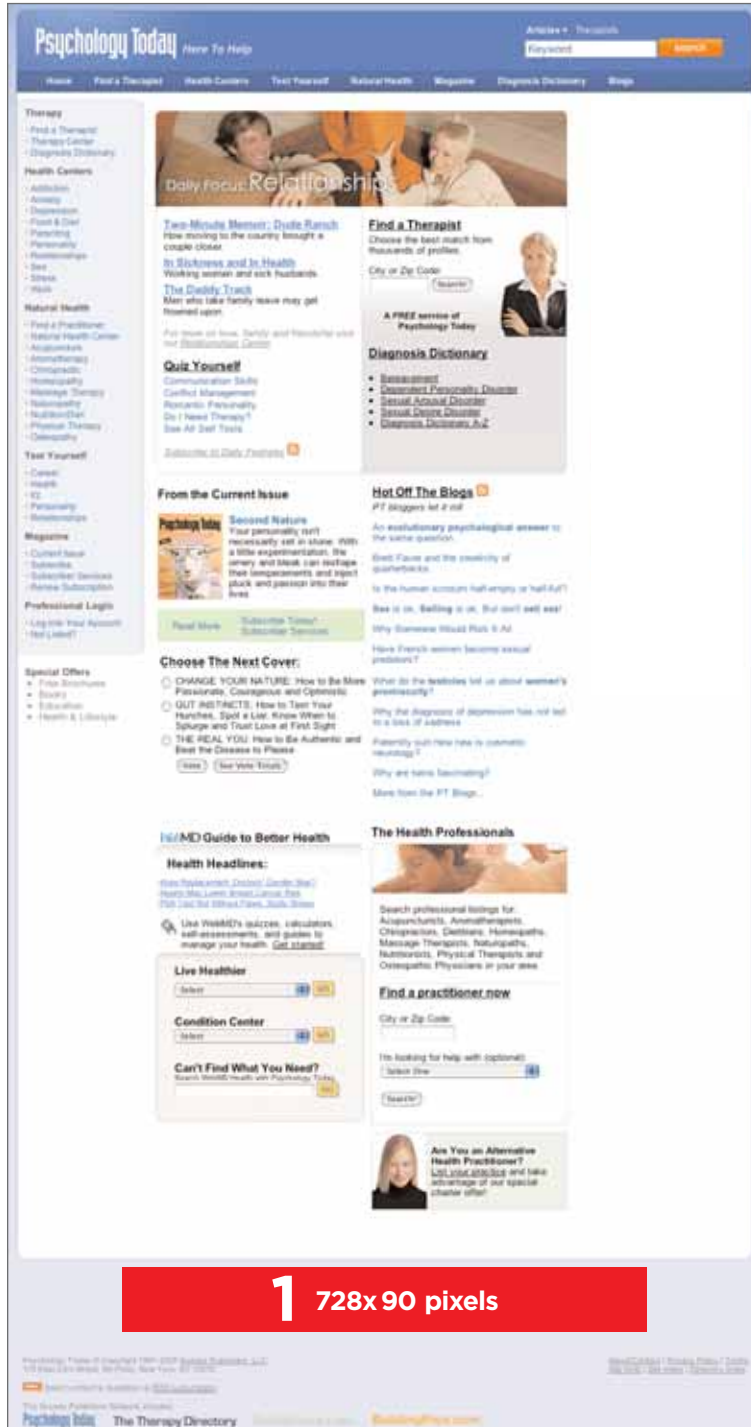


Standard Online Advertising Rates & Specs



1 728x 90 pixels

- 1 728x90 pixels***
 - Average 3 million page views/month
 - \$3.33 CPM
 - Rate: \$10,000 net

File format:

- .gif, .jpeg, format | 20kb maximum file size
- 250 characters (including spaces) for accompanying text
- url/link
- .swf (Flash) format | 30kb maximum file size
15 seconds | 3 loops

Flash files: We recommend that all Flash files are exported to .swf before submitting. To maximize visibility of your ad, make sure to set your "publish settings" to the Flash player that is at least two versions older than the currently available version.

Materials are due one week before launch date.

All ad sizes comply with those suggested at the Interactive Advertising Bureau. All ads will run on all pages except the homepage and *The Therapy Directory*.

Limitations:

- NO pop-ups or pop-unders
- NO expansion
- NO sound
- Flash ads cannot be tracked by *Psychology Today*

ADVERTISING CONTACT

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PRODUCTION CONTACT

Ray Ramcharitar 212-260-7210 ext. 208 email materials to: ray@psychologytoday.com

* Please note: Availability limited—contact your advertising representative for further details.