

U.S. Tech Electronic Advertising



Key

- A** Icon
135 x 65 pixels
- B** Tile
125 x 125 pixels
- C** Leaderboard
728 x 90 pixels
- D** Boom Box
300 x 250 or
300 x 300 pixels
- E** Skyscraper
125 x 600 pixels
- F** Half Page
300 x 600 pixels

About Our Website We're excited about our third major upgrade to us-tech.com. Fully active-server driven, the site now enables us to directly upload news articles daily, to place photos and other content, and to track views of sections, articles, specific pages, as well as advertisements and clickthroughs.

Readers have found the combined use of the newspaper and website to be very convenient. In effect, there's nothing to write down or remember -- all news releases and articles that appear in the paper are search-engine retrievable on the site.

Accessible around the world. Half way through 2009, our unique visitor counter reached 460,000 per month. This means that your web

ad, press release or article is seen globally by more readers every month! This is attributed to our editorial content and the user friendly site design which makes the navigation very easy and straight forward. Almost 35% of our viewers are search-engine generated and 65% come from bookmarks.

Current Statistics

- 5.5 page views per unique visitor
- Approx. 28% of viewers click through to advertisers' websites
- Most of our viewers are from the U.S. Others are from Canada, Europe (UK, Germany, France and Italy), China, India and South America in this ranked order indicating high international interest, commensurate with international activity.

electronic rates and placement options



Monthly rates for standard, shared-location advertisements

Size (pixels)	Location	3 consecutive months	6 consecutive months	12 consecutive months
135 x 65	Top of every page	\$160	\$140	\$100
125 x 125	Any page, LH or RH	\$200	\$170	\$120
728 x 90	Top center of abstract pages and mid-pages	\$500	\$425	\$300
300 x 250 or 300 x 300	Any page, RH	\$400	\$340	\$240
125 x 600	Any page, LH or RH	\$460	\$390	\$275
300 x 600	Any page, RH	\$650	\$550	\$390

Standard advertisements are priced to appear on a rotating basis with four other advertisers sharing the same location

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Monthly rates for Home Page

Type	Location	3 consecutive months	6 consecutive months	12 consecutive months
A Double Icon	Top Corners	\$1350	\$1250	\$1100
B Tile	Where Available	\$450	\$350	\$225
C Leaderboard	"	\$925	\$700	\$550
D Boom Box	"	\$725	\$575	\$425
E Skyscraper	"	\$825	\$650	\$500
F Half Page	"	\$1100	\$950	\$700

Advertisers on the Home Page will be exposed to the maximum number of visitors. These are shared locations with no more than four other advertisers. Advertisements on the Front Page of the Current Issue are priced 25% lower than the Home page.

Run your ad on our Home Page and for only 40% premium the same ad will appear on the Front Page of the Current Issue

Monthly rates for auto-placed advertisements

Type	Location	3 consecutive months	6 consecutive months	12 consecutive months
A Icon	Where available	\$100	\$85	\$60
B Tile	"	\$130	\$110	\$80
C Leaderboard	"	\$320	\$270	\$190
D Boom Box	"	\$260	\$220	\$160
E Skyscraper	"	\$300	\$255	\$180
F Half Page	"	\$420	\$360	\$250

Autoplace advertisements appear in locations that have not been client selected and are served sequentially with other same-size autoplace ads. Scores of positions for autoplace ads are available on zoom pages covering specific product releases, specific news articles, and other excellent content areas.