



2010/2011 General Rates

Page	1x	2x	4x (1 year)
1/1 bleed	\$500.00	\$475.00	\$450.00
1/1 non-bleed	\$450.00	\$425.00	\$400.00
2/3 Horizontal	\$350.00	\$330.00	\$300.00
1/2 bleed	\$250.00	\$230.00	\$200.00
1/2 non-bleed	\$225.00	\$205.00	\$175.00
1/3 Box	\$150.00	\$130.00	\$120.00
1/3 Vertical	\$150.00	\$135.00	\$120.00
1/6 Vertical	\$100.00	\$90.00	\$75.00
1/6 Horizontal	\$100.00	\$90.00	\$75.00

The rates for taking four ads is only good if the ads are paid for a year in advance. No refunds will be given on ads canceled in mid-year. All rates are gross, before agency commission. These rates are subject to change. These rates and all advertising transactions are subject to The Pen & Quill's Terms of Conditions. The Pen & Quill Magazine is a quarterly publication.

ONLINE RATES

Type	Placement page	6 months	1 year
Leaderboard	Home page only (top)	600.00	975.00
Square	Home page	350.00	700.00
Square	Store	500.00	875.00
Square	Signature Studies	300.00	550.00
Square	Authenticators page	275.00	500.00
Square	FAQs	275.00	500.00
Square	All other pages	250.00	475.00
Banner	Home Page (bottom)	275.00	500.00
Banner	All other pages(bottom)	195.00	350.00

Site Traffic

Page views per month: 13,678 (number of screens viewed)
 Visits: 3,219 - Unique visits (visitors) per month: 2,424 (each user counted only one time) - New visits: 69.06% new visits - Average visitor session length: 3:39 minutes (total average time spent in site)

Above totals from February 7 - March 7, 2011.

Need help with your PRINT AD or ONLINE BANNER?

Just send us your logo, text and a picture (or more), and we will create the ads for you. We can also write the text if you give us some pointers. We only charge \$125 per print ad and \$85 per static online ad, so its probably the best deal in town. Text writing is extra. To get started, send an email to advertising@uacc.org, or call us at (714) 994 6991

Online Advertising: We are offering 20 % off on any online advertisements on www.uacc.org as a part of your advertising package with The Pen & Quill magazine to ensure you are getting maximum exposure online on us. Your choice will include the following:

Leaderboard: (Available on home page only).
 Size: 728 x 90 pixels. Max File Size: 20K (gif, jpeg); 67k (rich media). Formats accepted: Gif, jpeg, flash, HTML, iframe, or Expandable Animation: Limited to 20 seconds. Third-party ad serving allowed. Serving different ads upon browser refresh, or new user entering.

Square:
 Size: 200 x 200 pixels. Max File Size: 20K (gif, jpeg); 67k (rich media). Formats accepted: Gif, jpeg, flash, HTML, iframe, or Expandable Animation: Limited to 20 seconds. Third-party ad serving allowed. Ads are rotating.

Banner:
 Size: 460 x 100 pixels. Max File Size: 20K (gif, jpeg); 67k (rich media). Formats accepted: Gif, jpeg, flash, HTML, iframe, or Expandable Animation: Limited to 20 seconds. Third-party ad serving allowed.

Please include ClickTag for Rich Media (Flash), or URL for link in the insertion order form.

Email materials/notifications to Ad Production Dept: advertising@uacc.org - Free online banner applies to your first ad package with The Pen & Quill Magazine only. For more information on your banner ad position please contact your advertising representative or visit www.uacc.org/advertising

For more information, contact:

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