914WORLD Advertising Rate Card

Package	Description	Impressions Per Month	Annual	CPM
Bronze	Entry Level Advertising Package	25,000	$250.00*	$0.83
Silver	Medium Level Advertising Package	60,000	$500.00*	$0.69
Gold	Top Level Advertising Package	100,000	$750.00*	$0.63

We are 914World.com:

914World.com is the largest, most comprehensive and widely viewed Porsche® 914 specific web community on the Internet - delivering extensive forums, vast classified sections and broad technical knowledge. Over one million impressions are logged on the 914World.com servers every month.

914World.com is the #1 web community for reaching serious Porsche® 914 fanatics. We reach more Porsche® 914 owners in more ways than any other media source can.

914World.com Delivers:

• A desirable, targeted audience with high PTB "plan to buy" figures.
• What "Teeners" want, including; unparalleled forum chat, worldwide classifieds, helpful instruction, technical info, and much, much more.

What to Expect:

When advertising online, you'll always know what you're paying for. Monthly reports show exactly how many people viewed your advertisement and how many people clicked through to your site.
Based on site average "Click Through Rates" (CTR) your campaign would play out like this:

Package	Average CTR (Click Through Rate)	Average Cost Per Click
Bronze	Averages 20 (or more) Clicks per Month	$1.04 per click
Silver	Averages 50 (or more) Clicks per Month	$0.83 per click
Gold	Averages 100 (or more) Clicks per Month	$0.62 per click

(Excellent numbers that are right in line with Google AdWords but with much more precise targeting)

Banner Creative
Creative size: 468 x 60 pixels
Maximum file size/loops: 30k max, 3 loops max, 15 seconds animation max.

General Advertising Guidelines
• Prior to submission, creative should be tested for stability across all browser platforms
• Please adhere to the file size specs when submitting creative
• All creative is subject to approval by website Administrators
• Click-through URL's must be submitted with all creative
• Accepted File Formats: HTML, Macromedia Flash, GIF, JPG, PNG