



Ferrari Portal Advertising Price List

Ad Size	In Pixels	Number of Months	Monthly Cost *	Total Commitment
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Home Page Placement

Button Ad	120 x 65	3	\$30	\$90
		6	\$27	\$162
		12	\$24	\$288
Billboard Ad	120 x 130	3	\$60	\$180
		6	\$54	\$324
		12	\$48	\$576
Banner Ad	468 x 60	3	\$120	\$360
		6	\$108	\$648
		12	\$96	\$1,152

*** For ad positions on individual directory pages, deduct 10% from cost**

All positions are in a rotation with other banner advertisers. Exclusivity is only available or guaranteed is the advertiser buys all five rotations.

Banner setup fee

There is a one-time \$25 per banner Set-up fee which is waived if HostWorks creates your banner for you.

Premier Directory Listing

Premier Directory Listing	N/A	12	\$25	\$300
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There are 5 positions in each Web Category/Directory which are available for Premier Listing status. Please inquire about availability for your link.

Home Page Featured site

Home Page Featured site	120 x 130	1	\$250	\$250
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Special Offer

Special offer - Any banner / button / billboard contract which includes a 6 month ad commitment and a 6 month HostWorks hosting commitment will receive 3 months of free web site hosting. (\$300 total possible value)

Banner Development Cost

Build a Static Ad				\$150
Build a Flash Ad				\$300

HostWorks can build your buttons, banners and billboards. The \$25 Ad Set-up fee is waived for any banners HostWorks creates for you.

Exclusivity

Industry exclusivity - FerrariPortal.com reserves the right to review any exclusivity requests.

Category Exclusivity - To retain an exclusive position within a category, the advertiser must purchase multiple ads in a rotation if available.

Payment Terms

Payment in advance is required before advertising can begin. HostWorks accepts checks or credit cards including MasterCard, VISA, American Express and Discover. Ads will be posted as soon as payment has been made. Advertisers contracting for a 12 month commitment and that pay in full up front enjoy a 10% discount from the total cost of their advertising package.