

AD SPECS: WEBSITE

1. Web Leaderboard: located immediately above the news content on the homepage and story pages.

HALF PAGE WIDTH: \$1,750

FULL PAGE WIDTH: \$2,900

2. Large Web Sidebar: located on the right hand column beside the news content on the homepage and story pages.

FIRST THREE POSITIONS: \$1,500

FOLLOWING THREE POSITIONS: \$1,400

ADD-ON: Animate your Leaderboard or Large Web Sidebar ad for an additional \$500

3. Small Web Sidebar: located below the last large web sidebar: \$950

4. Web In-Story: located within the story at a prime reading location: \$1,400

Special Report – Inside Mosul: Complete branding of all report content.

LEADERBOARD & FULL SIDEBAR: \$4,600



DISCOUNTS:

All prices in the menu are regular monthly price.

Multi-month advertising deals:

- **FULL YEAR: 40% OFF** regular price
- **9 MONTHS: 30% OFF** regular price
- **6 MONTHS: 20% OFF** regular price
- **3 MONTHS: 10% OFF** regular price

First-time advertisers: **10% OFF**

ADD-ON: Find out how we can follow up with the subscribers who click on your ad.

AD SPECS: EMAIL

News Alerts: we send out an email every time we publish a story. Average 7-10/week.

This Week In Iraq: a roundup of all the stories we published during the week, sent each Friday morning.

1. Email Leaderboard: located above the story content.

NEWS ALERTS: \$1,350

THIS WEEK IN IRAQ: \$950

2. Email Sidebar: located immediately to the right of the story content.

NEWS ALERTS: \$1,150 (2a), \$1,050 (2b)

THIS WEEK IN IRAQ: \$950 (2a), \$750 (2b)

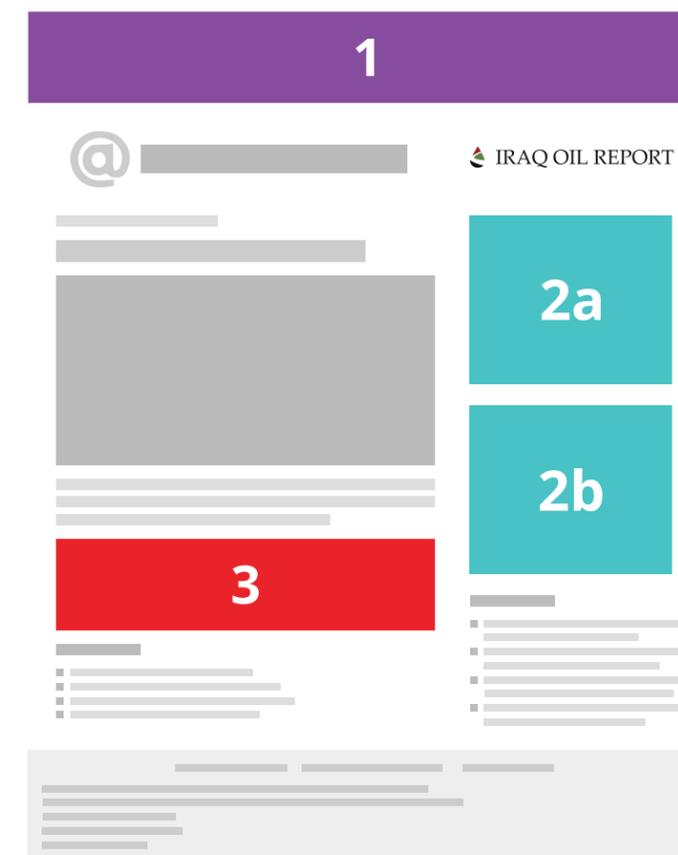
4. Email In-Story: located below the main story content.

NEWS ALERTS: \$1,050

THIS WEEK IN IRAQ: \$750

Email Blast: an email entirely containing the advertiser's content, sent to our entire database. Price depends on availability.

ADD-ON: Find out how we can follow up with the subscribers who click on your ad.



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