

The Warm Spring Creek Company Advertising Rates

7840 Maiden Road - Lewistown, Montana 59457

www.warmspringcreek.com

Table: Single Ad Purchase Rates (All rates are based on 30 day showing.)

Spot Ad	Banner Ad	Premium Ad*	Billboard Ad**
per day	per day	per day	per day
\$0.10	\$0.23	\$0.32	\$0.37
per 30 day showing	per 30 day showing	per 30 day showing	per 30 day showing
\$2.95	7.05	\$9.69	\$11.20

* **Premium Ad** requires a minimum setup charge per single graphic ad of \$25.00. This cost is required per a single graphic charge setup. Multiple same ad postings throughout a single 90-day showing will only require the one time setup charge. Same ad postings extended beyond the 90-day showing will require an additional \$13.00 per single graphic ad per additional 30-day extension.

** **Billboard Ad** requires a minimum setup charge per single graphic ad of \$28.50. This cost is required per a single graphic charge setup. Multiple same ad postings throughout a single 90-day showing will require only the one time setup charge. Same ad postings extended beyond the 90-day showing will require an additional \$28.50 single graphic charge setup fee.

Table: Combo Ad Purchase Rates (All rates are based on 45 day showing.)

Spot Ad*	Banner Ad*	Premium Ad**	Billboard Ad***
per day	per day	per day	per day
\$0.10	\$0.20	\$0.29	\$0.33
per 45 day showing	per 45 day showing	per 45 day showing	per 45 day showing
\$4.42	\$8.92	\$12.97	\$15.00

* Combo **Spot Ad** and/or Combo **Banner Ad** rates are contingent on a single **Billboard Ad** purchase.

** **Premium Ad** requires a minimum setup charge per single graphic ad of \$25.00. This cost is required per a single graphic charge setup. Multiple same ad postings throughout a single 90-day showing will require only the one time setup charge. Multiple same ad postings extended beyond the 90-day showing will require an additional \$13.00 per single graphic ad per additional 30-day extension.

*** **Billboard Ad** requires a minimum setup charge per single graphic ad of \$28.50. This cost is required per a single graphic charge setup. Multiple same ad postings throughout a single 90-day showing will only require the one time setup fee. Same ad postings extended beyond the 90-day showing will require a new \$28.50 single graphic charge setup fee.

The Warm Spring Creek Company Development Rates

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Table: Super Page Billboard Rates (Rate based on 90 day showing with selected Ad Buys.)

Spot Ad Buy *	Banner Ad Buy *	Premium Ad Buy *	Billboard Ad Buy *
per day	per day	per day	per day
\$1.30	\$1.21	\$1.16	\$1.07
per 90 day showing	per 90 day showing	per 90 day showing	per 90 day showing
\$117.18	\$108.98	\$104.29	\$96.09

* Basic artwork, including your logos or special design elements in your possession are included with the basic setup charges applicable to your **Ad Buy** choice. Advanced design elements that are necessary to create dynamic and/or one off content are available with an extra programming design rate of \$45/hour.

*** **Super Page Billboard Ad** requires a minimum setup charge per single graphic ad of \$52.50. This cost is required per a single graphic charge setup. Multiple same ad postings throughout a single 90-day showing will only require the one time setup fee. Same and multiple ad postings extended beyond the 90-day showing will require a new \$52.50 single graphic charge setup fee.

Ad buy Descriptions

Banner Ad: Consists of 560 x 90 pixel sized horizontally placed advertisement that may be a static or a dynamically linked image that can be a click through to your Company's URL homepage on a separate domain or linked to our Super Page Billboard.

Spot Ad: Consists of a 140 x 80 pixel sized advertisement that is dynamically generated from our Community Business database that may be a static or a dynamically linked advertisement to your Company's URL homepage on a separate domain or linked to a Super Page Billboard on our domain.

Premium Ad: Consists of variously sized pixel ads that may be a static or a dynamically linked advertisement to your Company's URL homepage on a separate domain or linked to a Super Page Billboard on our domain.

Super Page Billboard Ad: Consists of single or multiple 7/8th's size page. Though similar to a front page of typical web site, the difference between a full page of your URL web site and our Super Page Billboard is we keep our top linked header banner of The Warm Spring Creek Company logo and maintain your advertisements within our environment. This is our way of providing you, a worry free web enabled advertised presence without the need to build and maintain a full web site. If after a time, your Company feels compelled to make the decision to host and maintain your own web site you are uniquely positioned to make that transition with a simple file transfer to a new URL.