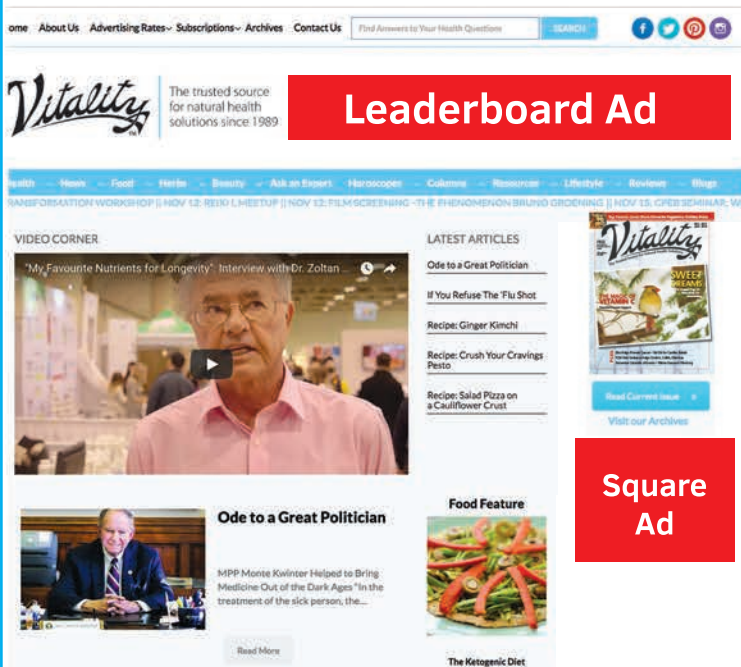


Vitality Online - Website Rates & Sizes



Leaderboard - Appears at top of website. Seen on all pages. Randomly rotates with a maximum of 3 ads.
 Size: 728 pixels wide x 90 pixels high

Square - Appears in right column. Seen on all pages. Rotates randomly with all square ads.
 Size: 300 pixels wide x 250 pixels high

Ads are reserved on a monthly basis.

Ad Sizes	Monthly Rate
Leaderboard	\$336 ^{.00}
Square	\$194 ^{.00}

Please add 13% HST to all rates.

(Rates do not include design fees. All prices are in Canadian funds)

Visitor Profile: 100,000+ Visitors (per month on average)

Traffic Sources: Search Engines 72% • Direct Traffic 15% • Referring Sites 13%

Act now and receive one month of online advertising free! Applies to new customers, one time use only.

Deadline Dates Month ad is to appear

(Payment Dates)	
January 15th	FEBRUARY
February 15th	MARCH
March 15th	APRIL
April 15th	MAY
May 15th	JUNE
June 15th	JULY
July 15th	AUGUST
August 15th	SEPTEMBER
September 15th	OCTOBER
October 15th	NOVEMBER
November 15th	DECEMBER
December 15th	JANUARY

Submitting your artwork – We accept JPG & GIFs. We do not accept flash or animated GIFs. 72 Dpi resolution is needed. Please make sure your ad is the correct dimensions. When ad is ready and reserved please send to advertising@vitalitymagazine.com

If you need design services – If you are unable to make your ad we offer a design service of \$40 per hour. Depending on the size, the complexity of the design and info provided, your ad can take 30 mins to 3 hrs to design. Please provide full colour pictures, text and a weblink for your ad. Send all info to advertising@vitalitymagazine.com

To place your online ad:

1. Phone, fax, mail, email or deliver your advertising requirements, indicating size, ad name, and number of months ad is to run. All advertising reservations require an Advertising Contract.
2. If the deadline falls on a weekend or holiday, it is extended to the next business day at 4:30 pm. If you have missed our advertising deadline, call us anyway. Your ad can be put on a wait list, and will be accommodated if space allows.

Terms of Payment:

1. Ad payments must be received by the deadline date. See schedule to the left.
2. Cheque & Credit Card are acceptable methods of payment.

Policies & Conditions:

NSF Cheques are subject to a service charge of \$48, made payable to Vitality Online.

Receipts: Receipts for payment of ads can be sent by email at your request.

Advertising Policy: All ads are subject to publisher's discretion.

Liability – In the case of an error or omission of advertising material by Vitality Online, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one month. It is expected that the advertiser will check their ad right away when the ad is posted on our website.

Please direct all inquiries to:

Vitality Online, 356 Dupont St., Toronto, ON, Canada M5R 1V9

Tel: (416) 964-0528 • Fax: (416) 925-1967

Office Hours: 11:00am to 4:30pm, Monday to Friday

www.vitalitymagazine.com

Email: jody@vitalitymagazine.com