

Banner Size & Placement

Actual Size in Pixels

File Size

Impressions Per Month

*Print Advertisers**

Web-Only Advertisers

Online Rates

Leaderboard Top of all CardPlayer.com Pages	728x90	30K maximum	100,000 Impressions/Month**	\$15,000	\$20,000
Rectangular Banners These in-content banners are located on the right-hand and left-hand sides of all CardPlayer.com pages.	448x70 300x250 240x400 160x600 120x60	30K maximum	200,000 Impressions/Month	\$6,000	\$8,000
			400,000 Impressions/Month***	\$12,000	\$16,000
			600,000 Impressions/Month***	\$18,000	\$24,000
Card Player Newsletter Button Banner Right-hand side of the Card Player newsletter. Includes 120x60 button banner and editorial. Must be an animated .gif file.	120x60	10K maximum	236,000 bi-weekly subscribers	\$10,000	\$10,000
<p>* Advertiser must have at least one full-page print ad in Card Player magazine per month. ** When available. Only available to rectangular banner customers. *** These ads also include an additional ad in a monthly Card Player newsletter.</p>					

Payments

Payment for all insertions is due in advance.

Frequency Rate

Frequency rate must be earned within one year from first insertion. Advertisers will be short-rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency under contracted rate.

Copy Guidelines

Card Player reserves the right to accept or reject any advertisements and insertion orders. Advertisers and/or their agencies agree to assume all expenses, liability, and losses that might be directed against the publisher for any claims based on unauthorized materials or photographs used in published advertisements or publicity stories.

Liability

Advertisers and agencies, by tendering insertion orders, shall hold the publisher, its employees, agents, and subcontractors free and harmless from any costs and damages resulting from compliance with the insertion order (including but not limited to claims to libel, violation of copyright, privacy, or otherwise). Publisher shall have the full right to settle any such claim and to control litigation and arbitration arising therefrom at the cost of the advertiser or agency. Publisher reserves the right to reject or discontinue any ad at its discretion.

Banner Advertising Specifications

Image File Size

72 dpi maximum actual size
 15K maximum file size static
 30K maximum file size animated

File Size

(See Chart) GIF/JPG, Flash, Third-Party Served

File Type

GIF, JPG, SWF, HTML

Third-Party Served

E-mail Page Form Gif or JPEG only

Looping Restrictions

None/Unlimited/Infinite