



2008 SALESTRAX.COM ADVERTISING RATE CARD

2008 Internet Advertising Information

SITE DESCRIPTION: SalesTrax.com is a site dedicated to the sales profession, offering free job board to qualified employers, online resume access, current industry and client news, and other career related resources. The profile of the "typical" sales professionals who visit our site is:

- 77% have completed bachelor's degrees
- 13% have completed graduate degrees
- Average sales experience is 7 years
- 55% qualify as affirmative action candidates
- 13% qualify as diversity candidates
- \$55,000 is the average annual income

SITE LAUNCH: January 1999, re-launched in August 2006

SITE TRAFFIC: 350,000+ average monthly impressions, 35,000+ unique visitors

Website Target Display Ads

AD ROTATION: All border navigation buttons and target display ads on the SalesTrax.com home page will be established as rotation ads (ROS). The ads will be circulated throughout the entire site until impressions ordered have been achieved.

AD REPORTS: All advertisers will be emailed the location of our ad-reporting tool, as well as a user name and password. This will allow the advertiser to view impressions and click-thru's during the campaign.

Ad Descriptions and Rates

TOP (BESIDE SALESTRAX LOGO)

Location: Front Page top right next to the Salestrax logo.

Description: 468x60 pixels or 234x60 pixels

CPM: \$40.00 net **Minimum purchase:** 100,000 impressions

CENTER COLUMN DISPLAY

Location: Center Column of front page underneath the main menu.

Ad Size: 468x60 pixels or 234x60 pixels

CPM: \$30.00 net **Minimum purchase:** 100,000 impressions

RIGHT COLUMN DISPLAY

Location: Right column under employer login.

Ad Size: 120x90 pixels or 120x60 pixels

CPM: \$20.00 net **Minimum purchase:** 100,000 impressions

Ad Materials and Payment Terms

ANIMATED DISPLAY ADS OR BUTTON ADS: SWF, GIF and JPG files are acceptable.

File size: 25K maximum

Time Intervals: Equal to or greater than 3 seconds, **Number of loops:** Less than 50

MATERIALS DUE DATE: Three working days prior to the publish date

PAYMENT TERMS: Display ads require payment at the same time materials are due.

HOW TO SUPPLY YOUR BANNER AD: Send files to Images@SalesTrax.com

Disks: CD-ROM, Zip 100, IBM 3.5" floppy, mail to 8400 West 110th Street, Suite 600, Overland Park, Kansas 66210

General Terms and Conditions

1. Advertising is subject to space availability upon receipt of a signed agreement.
2. SalesTrax accepts ads with the understanding that the advertiser has the rights to display the contents in the banner. The advertiser and/or its agency agrees to hold the online publisher harmless against any loss as a result of any claims arising out of online publication.
3. If new material is not received on time, the publisher may use prior ad material.
4. All changes or cancellations must be made in writing and received before the closing date.
5. The publisher reserves the right to reject any advertisement or position commitment at any time.
6. The publisher has the right to hold the advertiser and/or its agency jointly and separately liable for any monies due for advertising that the advertiser or agency ordered and which was published and displayed according to the agreement.