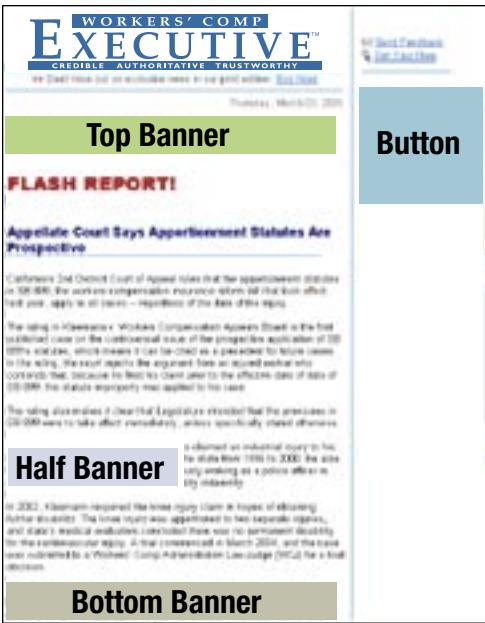
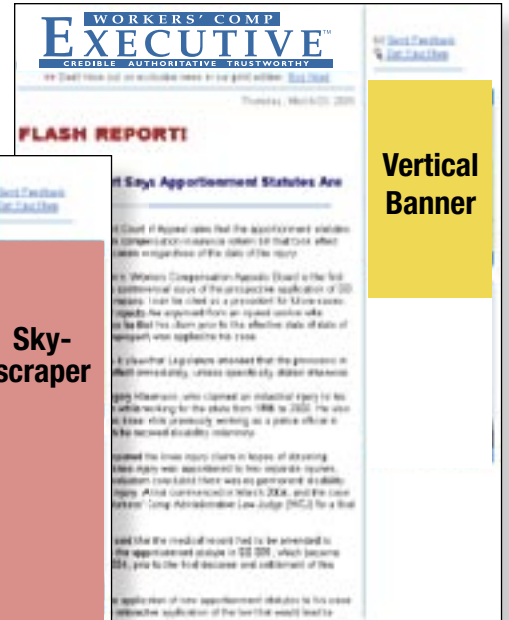


Ad Specs & Rates

Workers' Comp Executive accepts "Web ready" artwork provided by the advertiser if they meet the requirements shown in the rate chart. Advertisements appearing in Electronic Newsletters automatically appear on the wexec.com website at no additional charge. Ad creation is provided at no charge with all media buys that are a minimum of \$5,000.00. Otherwise ad creation is available at a cost of \$250 per ad.



17,000 insurance professionals will see your ad!



Traffic With MeaningSM

RESERVE NOW!

(916) 780-5200

addepartment@wexec.com

	SIZE	MEMORY	1 insertion per month	3 insertions per month	5 insertions per month
Top Banner	468 x 60	10k - 12k	\$400 each	\$350 each	\$300 each
Bottom Banner	468 x 60	10k - 12k	\$300 each	\$250 each	\$200 each
Half Banner	234 x 60	8k - 12k	\$400 each	\$350 each	\$300 each
Button	120 x 120	12k - 14k	\$400 each	\$350 each	\$300 each
Skyscraper	120 x 600	18k - 20k	\$600 each	\$500 each	\$400 each
Vertical Banner	120 x 240	10k - 18k	\$500 each	\$400 each	\$350 each

Rate Information

The earned rate is based on the number of insertions placed in a 12- month period. Rates are protected from increases during a 12-month contract period. Advertisers placing 6 or more ads are considered frequency contract advertisers. Additional discounts may be available when placing advertisements in more than one publication of the Workers' Comp Executive or the Cal-OSHA Reporter. Advertisers may be short-rated if, within 12 months from the first insertion, they have not met the contracted amount of insertions or the size and type of the ads placed changed from the original contract/insertion order.

Commissions

An agency commission of 15% of gross billing is allowed to recognized agencies on space, color and position.

Ad Specification

Submitted ad must be one of the following file formats: GIF, Animated GIF (subject to approval), or Rich Media (HTML, Flash files). Alternative Text is required and may contain no more than ten words. A hypertext link is required and must link to a corresponding, relevant page. Advertisements may not mislead the user. Ads may not mimic "alert" window or false computer message screen. Ads with transparent backgrounds must include a one-pixel border. Ads may not contain graphics that suggest interactivity (i.e., search boxes, drop down menus, etc.) without than functionality existing. Animations may rotate a maximum of three times and should not exceed 30 seconds. We request animation be kept to a minimum and not be distracting to readers of the content. Advertising requiring plug-ins must utilize "sniffer" code to detect browser/plugin compatibility.