

2007 WEB SITE BANNER AND BUTTON AD RATES

For the *Job Posting* Web site at

www.Chilijobs.com

Banner Ad Specifications

<u>Dimensions</u>	<u>Placement Page</u>	<u>Position</u>	<u>Monthly Cost</u>
Width 468 x 60 Pixels	Main Page	Bottom	\$2200.00
Width 468 x 60 Pixels	Employers or Candidate Main	Bottom	\$1600.00
Width 250x 72 Pixels	Main Page	Bottom	\$1600.00
Width 250x 72 Pixels	Employers or Candidate Main	Right Side	\$1200.00
Width 130 x 60 Pixels	Main Page	Left or Right side	\$900.00
Width 130 x 60 Pixels	Employers or Candidate Main	Right Side	\$700.00

CPC Rates are available. Please call.

Sample 130 x 60



Sample 250 x 72



Sample 468 x 60 pixels



Average Monthly Statistics – as of 12/31/06 (January thru December, 2004)

<u>Impressions</u>	<u>Avg. C.T.R.</u>
Main Page 6,659,799	0.56%
Employers Main 1,467,588	0.35%
Candidate Main 2,987,239	0.49%

Average CTR is derived from advertisers and owned banners.

Files:

.gif Gif89 Compliant
.jpg JPEG-JFIF Compliant
.swf Flash (Rich Media)

File Size:

Between 10-20 Kb

Delivery:

E-mail--The file can be E-mailed as an attachment. Please include the words **Banner Ad** in the subject field and include complete company information in the body of the E-mail message. Send banners to the following address:

banners@Chilijobs.com

Hyperlink:

Please provide us with the exact URL you would like your banner ad to be hyperlinked to.

Creative Guidelines:

- * All components of an Ad Creative (whether it's a Banner, Source Code or target URL) are subject to approval by ChiliJobs.com before placement on-site. ChiliJobs.com reserves the right to reject any advertisement.
- * Clicks on banner may launch one external browser window, however, it may not launch windows when served.
- * No audio (sound FX/music).
- * Advertisements may not mislead members into thinking that the advertisement is functional (e.g., A poll, search engine or a part of ChiliJobs.com), rather than an advertisement.
- * Don't issue advertisements that the viewer or reader believes that the content is news, rather than advertising.
- * All Advertisements must comply with all applicable laws and regulations, including the Advertising Standards Authority Code of Practice.
- * Ads may not have transparent backgrounds and may never blend into the screen content.
- * Ads may never use any of the ChiliJobs.com Family of Brand names to imply affiliation w/ or an endorsement by ChiliJobs.com -- whether an ChiliJobs.com product, content or service, unless such a relationship exists.

Content Liability: Advertiser and/or agency assumes all liability for the content of all advertisements authorized for publication and is responsible for any claims made against ChiliJobs.com that may arise as a consequence of their advertisements.

Commission: Fifteen percent Agency commission to recognized agencies.

Billing: Campaigns will be billed on a monthly basis upon full delivery of impressions. Accounts are payable upon receipt of invoice and become past due 30 days after invoice date. Invoices will be charged to a credit card on file after seven (7) days of delivery of invoice. A FINANCE CHARGE of 1 1/2% per month (18% annually) is applied to accounts that remain unpaid 30 days after the billing date.

For more information, please contact our advertising sales office at (407) 240-2435. Ask for Jeannette Pena.



(page three)

Recognitions

America Economía (Jan. 12, 2004) – This leading Latin American business publication recommended ChiliJobs.com as an important site for Latin American executives

Best Customer Service in the Americas (May 2003) – Awarded by the Miami Internet Alliance & World Trade Center of Miami