Online Advertising Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>CPM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>728 x 90 pixels</td>
<td>$6.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$4.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

*CPM = cost per thousand impressions

FirstThings.com Traffic
Averaging over 500,000 visits per month
Averaging 800,000 page views per month

Ad Specifications
- File formats: gif, jpg, png, swf*
- 72 ppi (pixels per inch)
- Size at designated pixels for ad type
- Submit via email to: firstthingsadsales@pma-inc.net
- Provide target URL
- Persistent rapid or strobing animation not acceptable

Composition
Ad composition is available upon request for a fee.
Additional charges may be incurred for ads with special production requirements.

About FirstThings.com
FirstThings.com ranks as the second most popular site among similar journals, including Christianity Today, Sojourners, America, Commonweal, and Christian Century.

Advertising at FirstThings.com
Your ad will be scheduled by the number of impressions ordered and with a beginning and end date.
You will be billed for the actual number of times your ad is viewed (impressions) by visitors to www.firstthings.com.

*About Flash (.swf) Files
In order for our ad-serving software to track adclicks, URLs should not be hard-coded, but replaced with the ActionScript at right. Then provide us with your target URL.

Contact
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