



Web Site Advertising Rates

In November 2002, Florida Baptist Witness launched a presence on the World Wide Web. Since that launching, our presence had continued to grow. Since January 2004, we are averaging over 15,000 unique visitors a month.

With the unique structure of our web site, advertisers have the opportunity to be viewed on every page. Every visitor, whether through our front page or a linked article, will view your advertising when they visit

<http://www.floridabaptistwitness.com>.

We offer two different styles of advertising on our web site. The Banner and Box advertisements are each explained below



Banner Advertising

Banner advertisements measure 780 pixels wide and 60 pixels deep. Prices are based on completed artwork being supplied by the advertiser in a JPG or GIF format and will follow throughout the web site. Hyperlinks from the advertisements will be placed when they are loaded to the web site. Banner advertisements are placed on a monthly basis and will run for the entire month. Rotating banner advertising (maximum of 3 rotating images) are sold for \$300.00 monthly.

Box advertisements measure 175 pixels square. Prices are based on completed artwork being supplied by the advertiser in a JPG or GIF format and will follow through-out the website. Hyperlinks from the advertisements will be placed when they are loaded to the website. Box advertisements are placed on a monthly basis and will run for the entire month. Box advertisements are sold for \$100.00 monthly or thirty day period.



Web advertisements should be sent to the [Advertising Coordinator](#) at *Florida Baptist Witness* at least five working days prior to insertion date.

Contact John C. Hannigan – advertise@floridabaptistwitness.com or call 800-226-8584 ext. 3165 if you have additional questions.