

2004 RATE SHEET

Home Page Banner

Caller.com's home page offers maximal exposure for your advertising with a high-profile ad that is strategically located near the center of the opening screen.

Targeted Banner

Target your readers through matching editorial content to your prospective demographic group. Your ad is rotated through the targeted site. There usually is a maximum of 6 targeted banners per section.

Section sponsorship

Section sponsorship is similar to targeted ads with one big difference. Besides rotating throughout the target section, the advertiser has a logo that is fixed in all of the section's pages. This way, the advertiser is present in every single page of the section.

Run of Site

Run-of-site ads rotate throughout the Caller.com and related sites. They come in 3 sizes: banner (468x60), in-content (120x600) and button (120x90)

Popups/Popunders

Two sizes are available: 250 x 250, and 600x400 pixels

Services

Web services are offered to advertisers, and are usually not available for non-advertisers.

Microsite

- o Basic packages cost \$100 (one page) or \$250 (3 pages). Options:
- o Virtual tour \$49 per photo
- o Audio (max. 5 min.) \$25 per month; Video (max. 5 min.) \$50 per month
- o Audio/video production \$100 per hour
- o Printable coupons \$50 each; Printable maps \$50 each
- o Additional photos \$10 each
- o Premium microsite \$100 per hour (nearest 1/2 hour)

Web development

- o Design services: \$100 per hour (nearest 1/2 hour)
- o Programming services: \$150 per hour
- o Site transfer fee/domain-related services: \$100 first hour, subsequent \$50

Other services:

- o CD burning: \$25 per CD
- o Domain-related services:
- o Audio hosting (max. 5 min.) \$25 per month
- o Video hosting(max. 5 min.) \$50 per month
- o Audio/video production \$100 per hour

Impressions	300x60	120x600	120x240 / 468x60	120x90
120,000	\$30.00	\$30.00	\$18.00	\$10.00
240,000	\$25.00	\$25.00	\$15.00	\$7.50
480,000	\$20.00	\$20.00	\$10.00	\$5.00
960,000	\$15.00	\$15.00	\$7.50	\$3.75

**Prices based on CPM (Cost per thousand impressions)

AUDIENCE

September 2003

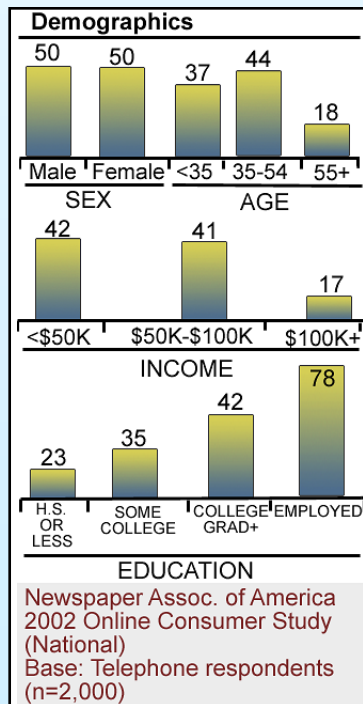
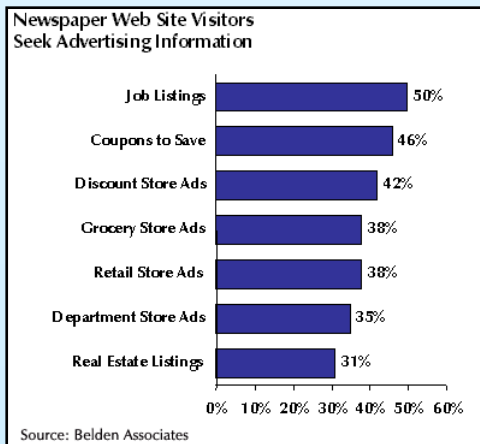
Unique visitors (Monthly)

451,063

Page views (Monthly)

4,700,489

As audited by ABC Interactive in September 2003



Average Daily Page Views

Mon 165,699
 Tues 167,025
 Wed 171,277
 Thurs 173,257
 Fri 173,463
 Sat 117,794
 Sun 123,426

Average Daily Visitors

Mon 25,522
 Tues 26,323
 Wed 25,841
 Thurs 25,710
 Fri 24,502
 Sat 19,836
 Sun 21,202

As audited by ABC Interactive in September 2003

Terms & Conditions

GENERAL PROVISIONS

A. ADVERTISING GUIDELINES

Caller.com and The Corpus Christi Caller-Times reserve the right to reject or revise any copy for any reason deemed material by the Publisher. In all cases, the advertiser assumes liability for the content of all advertising copy printed and agrees to hold the Caller-Times blameless from all claims arising therefrom. In the event the advertiser has prepaid for advertising which is later rejected or canceled by caller.com, the sole liability for such action by caller.com shall be a refund of the unused portion of the prepayment for such canceled advertising. Advertiser shall not be entitled to any refund or credit for prepaid advertising which is canceled by the advertiser after the first day of publication of the advertisement.

Advertising set to resemble news matter must carry the word "Advertisement" at the top of the advertisement. Any material submitted for publication that contains multiple advertisers that are not under the same ownership should be received three weeks prior to distribution for approval. The Caller-Times reserves the right to refuse any material that, in its opinion, contains advertising space that was sold by a third party or at a brokered rate. Any advertising of a drug or medical nature must adhere to the drug and medical standards of the publisher and must be received in sufficient time before publication for consideration by publisher.

B. ERROR RESPONSIBILITY

Caller.com cannot assume responsibility for errors in advertisements unless it fails to correct errors clearly marked by the advertiser on proofs returned to Caller.com within deadline requirements, and then Caller.com's liability for an error shall be limited to the portion of the advertisement affected by the error, and in no event shall such liability exceed the advertisement in which the error occurs. Notice of errors must be given in time for correction before additional insertions are made. Claims for error adjustment must be made within thirty (30) days of error date. In the event of non-publication of copy furnished, no liability shall exist on the part of caller.com, except no charge will be made therefor.

On multiple insertion ads, credit for errors will be allowed on the first insertion only. All errors in advertisements must be reported to the Caller.com within 30 days of publication. Caller.com reserves the right to adjust only those errors reported within this specific period. No allowance will be made for errors that do not materially affect the value of the advertisement.

C. ADVERTISING MATERIALS

Caller.com cannot be responsible for advertising material left with publisher for more than 30 days after publication unless instructions to return at advertiser's expense are furnished with the order.

D. ADVERTISER RESPONSIBILITY

Advertiser and/or advertising agency will assume liability for all content, including text and illustrations, and also assume responsibility for any claims arising therefrom made against publisher.

E. RATE INCREASES

Caller.com and The Corpus Christi Caller-Times reserve the right to revise advertising rates at any time. Current contract holders will be notified in writing (30) days prior to rate adjustment and all contracts are accepted subject to this revision. Contracts must be completed within one (1) year from date of signing. Representatives of the Corpus Christi Caller-Times are not authorized to make any deviations from these published rates and regulations, orally or in writing.

F. KEY NUMBERS AND COUPON EXPIRATIONS

The publisher is not responsible for key numbers or coupon expiration dates to be set in ad copy unless written instructions are received from advertiser prior to deadline.

G. ACCEPTANCE

Forwarding of an order is construed as acceptance of all rates and conditions under which advertising space is at time sold by the publisher.

H. AD POSITION

Caller.com will attempt to honor all position requests but, we cannot guarantee that your ad will be on a particular page or in a specific section except as defined below. Guaranteed positions must be approved by the Director of New Media.

I. POLITICAL ADVERTISING

All political advertising is subject to regulations set forth by Federal Law and/or Texas Law. Cash with copy required.

J. TERM

If contract agreement is not fulfilled, advertising will be billed at the nearest appropriate rate, per the published rate card, for all New Media services which have been rendered. All fulfilled contracts automatically renew themselves on each anniversary hereafter at the prevailing contract rate, unless 30 days written notice is given by either party prior to expiration.

K. COMMISSIONS AND PAYMENTS

Internet advertising rates are net and non-commissionable. Advertising and cash discounts do not apply. All advertising is payable upon placement unless credit has been approved by the Credit Department. All accounts are billed monthly and due by the 10th of the following month.

Technical Specifications

Ad Formats

GIFs, JPEGs, SWFs

Dimensions	File Size limit
Button: 120x90 pixels	8k
Banner: 468 x 60 pixels	13k
Vertical banner: 120x240	15k

HTML ads

- Banner Dimensions: - 468 x 60 pixels footprint
File Size Limit: - Max. 15k for images and text.
- No more than 2 images referenced in the code.
- All code must be validated with Weblint. The option "Netscape extension" is enabled.
- Form tags in the HTML code must use 'get' in the action/method call.
- CGIs referenced in the HTML code must be active and able to handle the traffic load. CGIs unable to perform this task will not be accepted.
- Caller.com reserves the right to reject any CGIs.

Rich Media ads

- Banners: Up to 15k initial load, up to an additional 85k may be loaded after a user moves their cursor over or clicks on the banner
- Large formats: Up to 20k initial load, up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the rectangle. 25k initial loads may be allowed upon request depending on pages served.
- Audio/video: A banner may play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins.

General

- Advertisements cannot mislead the user. For example, Caller.com will not accept advertisements that look or act like Windows dialogue boxes or error messages, or simulate interactivity when the functionality is not available
- Advertisements cannot look like Caller.com content.
- Advertisements cannot contain pictures or images of minors or those who appear to be minors, or words describing individuals as such.
- Alternate text should not contain more than 30 characters
Target URL must be live at the time of submission to Caller.com and may not exceed 200 characters nor have more than one (1) embedded question mark (?).
- Animation cannot exceed 6 seconds in length.
Max. 6 pieces of creative per campaign
- Advertisements cannot solicit Caller.com visitors' email addresses from inside the banner. Advertiser must take visitor to click thru jump page where email address collection/usage is explained. This page must also include instructions for cancelling the above email service, if desired.
- Ads should be tested for stability in a variety of browser and platform combinations, so as not cause error messages, dialog windows, browser crashes or system crashes.

Others

Please contact support@caller.com for other technical specifications.