

## NewsIsFree Advertising Rate Card

### Advertise on the most popular web feed directory

NewsIsFree is a web site designed to let you access thousands of news sources with a powerful and flexible portal for browsing, indexing and publishing news headlines.

Our feature rich and easy-to-use services pioneered the RSS and news syndication field and will continue to do so. We carry the broadest selection of high quality news sources and provide also headlines from sites which do not provide rss feeds.

With **Headline-Feeds** you receive real time news thousands of news agencies all over the world. With a keyword you define your channels, languages and sources. You receive exactly and only the information which fit into your application- without any loss of information.

## FEATURES

- The latest News-Headlines
- More than 20'000 News sources worldwide
- More than 25 languages
- Updates every 15 minutes
- target groups selection
- News-Feed uses your preferred technology

## KEY BENEFITS

- Read current information on your portal
- Have the latest news on your weblog or email inbox
- Fast and easy to use
- Learn for first, where your company or your competitors are mentioned in the world wide media
- Advanced news reading techniques like news maps and AJAX technology

## Banner Ad size and positions

Banner Specification			
	Width	Depth	Size
<b>Banner Ads</b>	468	60	30k
<b>Button Ads</b>	90	120	20k

File formats: GIF or JPEG only. Resolution for web (72 ppi). Dynamic image files accepted.

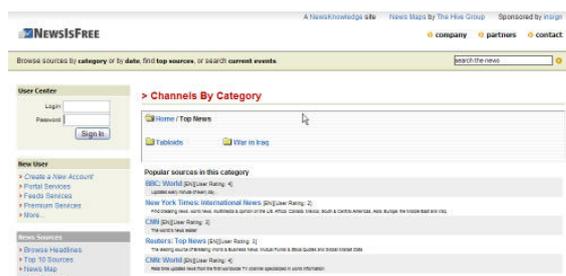
Insertion Rates

Contract Terms (cost per month)			
	1 month	3 months	6 months
<b>Banner Ads</b>	3'000€	2'500€	2'000€
<b>Button Ads</b>	2'000€	1'500€	1'000€

## Feed/Category sponsoring

Would you like to feature your feed so that users subscribe to it first? Then feed sponsoring is for you. NewsIsFree offers you the option to add your feed above the popular feeds section. Feed subscriber attention guaranteed!

Rate: 1000€/month per category



## Impression Guarantee

We guarantee 50,000 impressions per month for the term of your contract. If this minimum is not met, your ad will continue to run free of charge until the total impression guarantee (50,000 times Contract Term) is met. We can setup a webpage for you to monitor the views and click-throughs for your ad on a daily basis.

## Site Traffic

NewsIsFree gets a monthly average of 1 Mio visitors per month spread across 15 Mio pages. By providing freely available RSS web feeds we are able to display ads to an even broader range of websites (and even get directly to users desktop if the web feed is on a desktop application)

## Provisions

- **Liability:** Our liability will not exceed the amount paid for advertising that has run.
- **Ad Rotation:** Banner Ads may rotate with other ads
- **Minimum Impressions:** We guarantee 25,000 minimum views per month for your ad campaign. Your ad will continue to run beyond the stated term (in months) without charge if the minimum cumulative views (25,000 times term) are not met by the end of the term. The minimum term is one calendar month.
- **View/Click Reporting:** At the conclusion of the contract, we will provide you with a report detailing total views/clicks of your ad by month. More frequent reporting is available for a nominal surcharge.
- **Payment Form:** Wire transfer and other forms of payment must be approved in advance; bank charges associated with these payments must be borne by the advertiser. Credit Card payments are preferred
- **Right of Refusal:** NewsKnowledge reserves the right to reject any request for advertising.