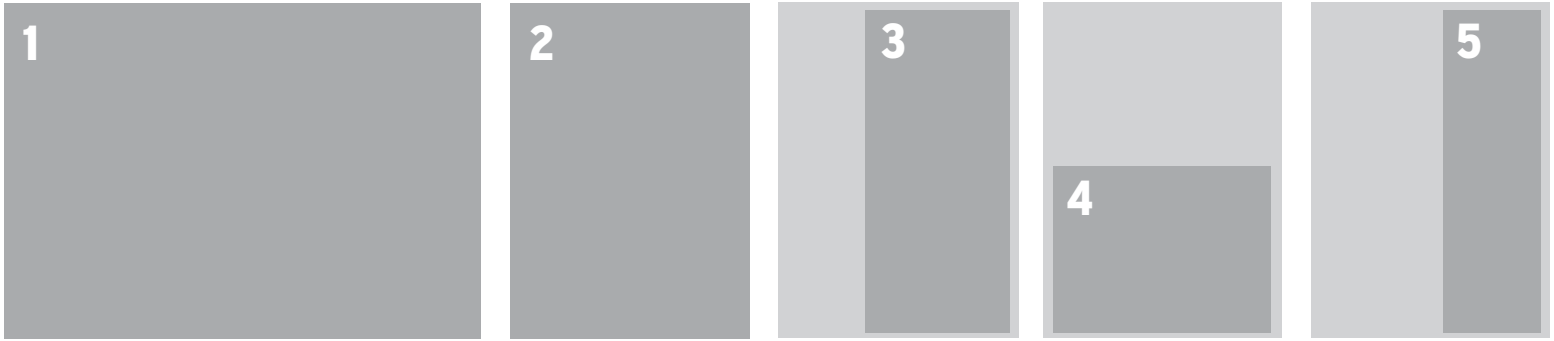


DIGITAL MAGAZINE AND WEBSITE BANNER AD LAYOUT GUIDELINES

| ADVERTISEMENT | WIDTH BY HEIGHT (in) | WIDTH BY HEIGHT (cm) | 1 ISSUE | 2 ISSUES | 4 ISSUES |
|----------------------------|----------------------|----------------------|------------|------------------------|------------------------|
| 1 Two-Page Spread w/ Bleed | 17 x 11 in. | 43.18 x 27.94 cm | \$1,000.00 | \$900 x 2 = \$1,800.00 | \$800 x 4 = \$3,200.00 |
| 2 Full Page w/ Bleed | 8.5 x 11 in. | 21.59 x 27.94 cm | \$750.00 | \$650 x 2 = \$1,300.00 | \$600 x 4 = \$2,400.00 |
| 3 2/3 Page Vertical | 4.625 x 9.625 in. | 11.747 x 24.447 cm | \$500.00 | \$450 x 2 = \$900.00 | \$400 x 4 = \$1,600.00 |
| 4 1/2 Page Horizontal | 7 x 4.5 in. | 17.780 x 11.43 cm | \$500.00 | \$450 x 2 = \$900.00 | \$400 x 4 = \$1,600.00 |
| 5 1/3 Page Vertical | 2.25 x 9.625 in. | 5.715 x 24.447 cm | \$300.00 | \$250 x 2 = \$500.00 | \$200 x 4 = \$800.00 |



DIGITAL MAGAZINE FILE SUBMISSION REQUIREMENTS

- We accept only high-resolution press-ready PDFs with all fonts and images embedded.
- All continuous tone images must have an effective resolution of at least 150 dpi.
- Bitmapped images must have an effective resolution of at least 600 dpi.

ALTERATIONS

Requested alterations or advertisements requiring modifications to meet publication specifications will be advised and, if approved, billed at the publisher's prevailing rates.

DISCLAIMER

FWT will check advertiser's print and digital ads. If additional work is necessary to ensure proper output, additional production charges may apply.

PRODUCTION CHARGES

Any materials not conforming to the specifications outlined for display advertisements, or requiring changes (except for publisher's errors) incur charges at the rate of 50 USD per hour.

QUESTIONS ABOUT FORMATTING AND SENDING ADS AS DIGITAL FILES?

Email: ads@FWTmagazine.com

FWTMAGAZINE.COM WEBSITE BANNER ADS

FOR ALL ADS

- We accept only static web-optimized jpg or png files.

| BANNER AD SIZES AVAILABLE | | 1 MONTH TERM | 6 MONTH TERM | 1 YEAR TERM |
|---------------------------|-----------|--------------|---------------------|----------------------|
| 1. SQUARE | 300 x 250 | \$50 | \$45 x 6 = \$270.00 | \$40 x 12 = \$480.00 |
| 2. RECTANGLE | 300 x 125 | \$40 | \$35 x 6 = \$210.00 | \$30 x 12 = \$360.00 |
| 3. SQUARE BUTTON | 125 x 125 | \$30 | \$25 x 6 = \$150.00 | \$20 x 12 = \$240.00 |

