

# HappyHooper.com

## WEBSITE

### Advertising Rate Sheet

Updated June 28, 2008

Ad Type	1 Month	6 Months	12 Months
<b>BUSINESS &amp; CLUB DIRECTORY LISTINGS</b> on the HappyHooper.com Business Directory page			
♦ <b>Basic Listing:</b> Your name or business name and telephone number; some categories include city & state	FREE		
♦ <b>Expanded Listing:</b> Basic listing plus physical address and email address	n/a	\$40 (\$6.66/mo)	\$65 (\$5.42/mo)
♦ <b>Premium Listing:</b> Expanded listing plus link to your website	n/a	\$75 (\$12.50/mo)	For-Profit Businesses: \$120 (\$10/mo)
			Clubs & Non-Profits: \$60 (\$5/mo)
♦ <b>Premium Plus Listing:</b> Expanded listing plus a personal webpage** that we create especially for your business.	n/a	\$200 (\$33.33/mo) + \$60 one-time set-up fee	For-Profit Businesses: \$360 (\$30/mo) + \$60 one-time set-up fee
			Clubs & Non-Profits: \$120 (\$10/mo) + \$60 one-time set-up fee
<b>CLASSIFIED ADS</b> on the HappyHooper.com Classifieds Page. Classified ads are strictly for items for sale, wanted, lease, or giveaway. Businesses (with the exception of real estate and hay) must place banner ads for their services & products. BONUS – Classified ad text insertion in the monthly print newsletter included!			
♦ <b>Basic Classified:</b> Maximum 40 words	\$5	n/a	n/a
♦ <b>Expanded Classified:</b> Maximum 50 words plus 2 images*	\$20	n/a	n/a
♦ <b>Premium Classified:</b> Expanded listing plus a personal webpage** that we design for you. Up to 5 images* included.	\$75 + \$60 set-up fee	\$200 (\$33.33/mo) + \$60 set-up fee	n/a
<b>BANNER ADS</b> on any HappyHooper.com web page of your choice except for the Home Page. Standard banner and leaderboard ads are limited to one each per web page. Home page banner ads add 30%. Banner sizes are on the back of this page. Let us help you design your banner ad: provide us the text and any images, and we'll create it free of charge.			
♦ <b>Small Rectangle</b> (180x150 pixels): Includes 1 image*	n/a	\$90 (\$15/mo)	\$150 (\$12.50/mo)
♦ <b>Medium Rectangle</b> (300x250 pixels): Includes up to 2 images*	n/a	\$120 (\$20/mo)	\$210 (\$17.50/mo)
♦ <b>Double Rectangle</b> (600x250 pixels): Includes up to 4 images*	n/a	\$210 (\$35/mo)	\$360 (\$30/mo)
♦ <b>Standard Banner</b> (468x60 pixels): Includes up to 4 images*. Standard Banners are placed at the top of the web page.	n/a	\$240 (\$40/mo)	\$450 (\$37.50)
♦ <b>Leaderboard Banner</b> (728x90): Includes up to 4 images*. Leaderboard Banners are placed on the foot of the web page.	n/a	\$270 (\$45/mo)	\$480 (\$40mo)

**COMBO DISCOUNT:** Want to advertise in BOTH the monthly print newsletter and the website? Take 10% off your total bill!  
(Classified Ads not included)

**Contact us to place your ad or to receive a quote:**

Christina Schiro \* Cell: (850) 206-3237 \* Email: [panhandlehappyhooper@yahoo.com](mailto:panhandlehappyhooper@yahoo.com)

Pam Mauldwin \* Cell: (850) 384-9294 \* Email: [happyhooper@bellsouth.net](mailto:happyhooper@bellsouth.net)

Ads will not run until payment is received

Make checks payable to "Happy Hooper" and mail to: The Happy Hooper, PO Box 335, Pensacola, FL 32591

We also accept PAYPAL!

## \*IMAGE DETAILS:

- Image size must be 100k or less. There is a \$5 charge per image if we have to resize for you

## \*\*WEBPAGE DETAILS:

- Webpages are a single page and text must be 1,000 words or fewer.
- Images must be sent electronically. Paper copies not accepted. Images must be 100k or less per image. There is a one-time \$5 charge per image if Happy Hooper has to resize. Additional photos may be added for a one-time \$5 charge each.
- You may have up to four links to event entry forms and other information as separately linked pages or PDF (Acrobat) files. Additional links are a one-time \$5 each fee.
- Each web page will be unique in appearance but will share basic features. For instance, club web pages will generally have a description of what the club is about, a news section, a list of scheduled events, a list of your officers, contact information, and some photos of club activities.
- Text changes and link changes are allowed once per month at no charge. Additional text and link changes will be charged at normal rates (\$5 minimum, \$60 per hour). Allow 7 business days from your submission for updates to be made on your site. Image changes will incur a \$5 fee per image.
- Online forms, search engine promotions, sound files, animation effects and other special services cannot be added to your personal webpage at this time. If you want certain colors or a particular look to your webpage, we can work with you.

A dark blue rectangular banner with white text centered inside.

Standard Banner  
(468x60)

A dark purple rectangular banner with white text centered inside.

Medium Rectangle  
(300x250)

A red rectangular banner with white text centered inside.

Small Rectangle  
(180x150)

A large red rectangular banner with white text centered inside.

Double Rectangle  
(600x250)

A green rectangular banner with white text centered inside.

Leaderboard Banner  
(728x90)