

WEBSITE MARKETING 2012

SLEEP DIAGNOSIS AND THERAPY - SLEEPDT.COM

WEBSITE VISITORS AND TRAFFIC SOURCES

- Sleepdt.com averages **32,000 to 46,000 site visits per month.**
- A large number of site visitors are subscribers to the print journal.
- Another sizeable number of website visitors are subscribers to our Email Newsletters.
- The remaining visitors are targeted through Google's AD words advertising program.

BANNER ADVERTISING POSITIONS

The are two available positions throughout the website

- Upper Horizontal Banner: 900x90 Premium AD position. This banner provides maximum visibility throughout entire website.
- Lower Horizontal Banner: 900x90 Premium AD position. This banner is positioned along content action links.

UPPER HORIZONTAL BANNER

900X90

LOWER HORIZONTAL BANNER

900X90



UPPER HORIZONTAL BANNER RATES

2 Month	4 Months	6 Months	8 Months	10 Months	12 Months
\$1,000 per month	\$925 per month	\$850 per month	\$775 per month	\$700 per month	\$625 per month

LOWER HORIZONTAL BANNER RATES

2 Month	4 Months	6 Months	8 Months	10 Months	12 Months
\$750 per month	\$700 per month	\$650 per month	\$600 per month	\$550 per month	\$500 per month

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