

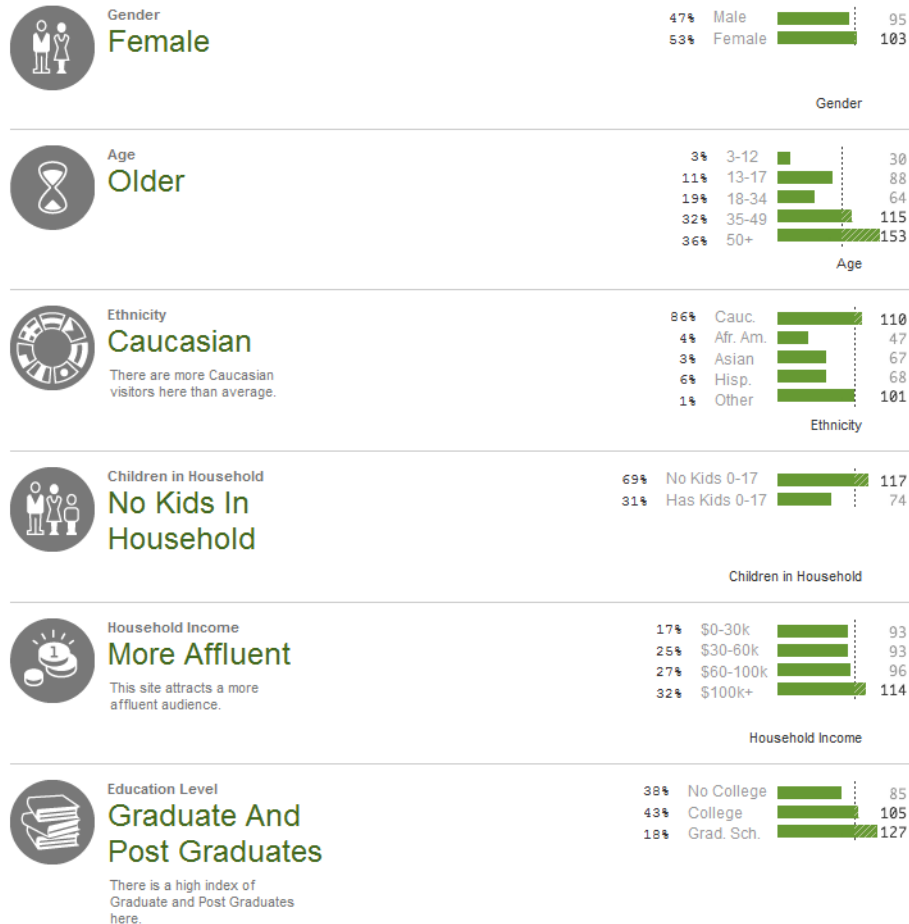


Media Kit

Gjenvick-Gjønvik Archives Demographics

Demographics

Updated 13-May-2011 • Next: 25-May-2011 by 9AM PDT



Source: Quantcast.com May 2011

Who Uses the Gjenvick-Gjønvik Archives?

1. Family Historian / Genealogist **60%**
2. Researchers / Librarians / Archivists / Historians **14%**
3. Students / Teachers / Professors **14%**
4. Production Companies / Authors / Collectors and Other **12%**

Source: Archives Mini Poll (Bravenet Web Services) May 2011



Online Advertising

Established online in January of 2000, Gjenvick.com has one of the largest collections of Social and Cultural historical primary source documents from the 1800s through 1954 with concentrations in Steamship and Ocean Liner documents and photographs, Passenger Lists (Transatlantic European Voyages; Some Australian and South African), U.S. Navy Archives and additional materials covering World Wars I and II, the Works Progress Administration (WPA) and Immigration documents from Ellis Island, Castle Garden and other Immigration Stations.

The Gjenvick-Gjønvik Archives: Your place for Social and Cultural History - A favorite resource for Students, Teachers, Genealogy research and Family Historians

| Month / Year | January 2011 | February 2011 | March 2011 | April 2011 | Average 2011 |
|--------------|--------------|---------------|------------|------------|--------------|
| Visits | 44,405 | 41,861 | 45,860 | 43,390 | 43,879 |
| Page Views | 160,586 | 150,116 | 161,415 | 147,342 | 154,865 |

Source: Google Analytics

Rates

Run of Site Display Ads

Type / Dimensions / (Number Available)

- **Wide Skyscrapers** 160x600 (2)
 - \$850 per month for 100,000 impressions (\$8.50 CPM)
- **Top Leaderboard** 728x90 (1)
 - \$1,050 per month for 100,000 impressions (\$10.50 CPM)
- **Bottom Banner** 728x90 (1)
 - \$650 per month for 100,000 impressions (\$6.50 CPM)
- **Bottom Small Rectangles** 120x240 (8)
 - \$350 per month for 100,000 impressions (\$3.50 CPM)

Standard Media Specs

- File Size: 25KB Maximum
- File Types: JPEG or GIF (Third-Party Ad Serving Accepted on Approval)
- Animated GIFs: 3 Loop Maximum

Flash Ad Specs

- File Size: 25KB Maximum



Supplied Creative Production Deadlines

- Five Days Prior to Go-Live Date for Standard and Rich Media Creatives

Run Lengths

- **Minimum Run Length:** 3 Consecutive Months (25% Premium Above Standard Rates)
- **Standard Run Length:** 12 Consecutive Months

Advertising Regulations

- The standard insertion contracts are for 12 consecutive months. A minimum run of 3 months will incur a premium of 25% above standard contract rates.
- The Gjenvick-Gjønvik Archives reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published online.
- Orders for specific positions are accepted as requests. Positions fill on a first-come, first-served basis for the run of the contract.
- Advertisers and their agencies are liable for content of banner ads and are also responsible for any claim arising against the Gjenvick-Gjønvik Archives arising from your advertising.
- Publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for unpaid advertising charges due and payable to the publisher.
- Advertisement fees are due one month in advance of insertion month. (June payment is for July Insertion Run.)
- Advertisers receive banner statistics on impressions and click-throughs to their websites (traffic measured by Google Analytics).

Advertising Contact

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