

[www.liquid-diet.com](http://www.liquid-diet.com) (LDC)  
Advertisement Policy

For Rate Information [Click Here](#)

For further details regarding advertising on Liquid-diet.com call 303 873 0288 or email [ads@liquid-diet.com](mailto:ads@liquid-diet.com)

Technical advertisement considerations are the same as Yahoo! For complete technical information go to <http://solutions.yahoo.com/adspecs/chat.html>

Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.

Advertisements cannot resemble LDC content.

Advertisements cannot solicit or collect, or appear to solicit or collect any personally identifiable information from LDC visitors.

Advertisements cannot contain graphics that simulate interactivity (i.e. drop down menus) without that functionality actually existing.

Advertiser cannot mimic news headlines in design, tone, 3<sup>rd</sup> person sentence structure, or topic.

LDC does not allow 3<sup>rd</sup> party serving of HTML/javascript code. Approved LDC 3<sup>rd</sup> party servers are only authorized to serve the alternate images and/or the click-thru urls.

All advertisements will be reviewed by LDC and are subject to approval by LDC before placement on the site.

LDC reserves the right to preserve the user experience of its site and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

### **Privacy Policy**

Advertisements cannot solicit the LDC visitors email address directly from the banner.

Advertisers must take the visitor to a separate jump page where the email collection/usage is fully explained.

This page must also include instructions for canceling the above email service.

Cookies may not be set by submitted javascript code or 3<sup>rd</sup> party ad servers.

See your contract for further details.

# www.liquid-diet.com Rate Card

See other pages in this document for a complete explanation.

Note example at bottom.

## Home page

contract length	1 mth	3 mth	6 mth	12 mth	2 yr
<b>Banner Ad Size (in pixels)</b>	\$150.00	\$405.00	\$765.00	\$1,440.00	\$2,700.00
<b>width height</b>	Plus the Following Cost Per Click Thru				
<b>468 X 60</b>	\$0.50	\$0.48	\$0.45	\$0.43	\$0.39
<b>120 X 240</b>	\$0.45	\$0.43	\$0.41	\$0.39	\$0.35
<b>392 X 72</b>	\$0.41	\$0.38	\$0.37	\$0.35	\$0.31
<b>125 X 125</b>		\$0.38	\$0.37	\$0.35	\$0.31
<b>234 X 60</b>			\$0.35	\$0.33	\$0.30
<b>120 X 90</b>				\$0.33	\$0.30
<b>88 X 31</b>					\$0.30
<b>120 X 60</b>					\$0.30

## Any First Level Page

contract length	1 mth	3 mth	6 mth	12 mth	2 yr
<b>Banner Ad Size (in pixels)</b>	\$112.50	\$303.75	\$573.75	\$1,080.00	\$2,025.00
<b>width height</b>	Plus the Following Cost Per Click Thru				
<b>468 X 60</b>	\$0.45	\$0.43	\$0.41	\$0.39	\$0.37
<b>120 X 240</b>	\$0.41	\$0.38	\$0.37	\$0.35	\$0.33
<b>392 X 72</b>	\$0.36	\$0.35	\$0.33	\$0.31	\$0.30
<b>125 X 125</b>	\$0.33	\$0.31	\$0.30	\$0.28	\$0.27
<b>234 X 60</b>		\$0.30	\$0.28	\$0.27	\$0.25
<b>120 X 90</b>			\$0.27	\$0.25	\$0.24
<b>88 X 31</b>				\$0.24	\$0.23
<b>120 X 60</b>					\$0.22

25 word description with Link

## Any Second Level Page

contract length	1 mth	3 mth	6 mth	12 mth	2 yr
<b>Banner Ad Size (in pixels)</b>	\$84.38	\$227.81	\$430.31	\$810.00	\$1,518.75
<b>width height</b>	Plus the Following Cost Per Click Thru				
<b>468 X 60</b>	\$0.41	\$0.38	\$0.37	\$0.35	\$0.33
<b>120 X 240</b>	\$0.36	\$0.35	\$0.33	\$0.31	\$0.30
<b>392 X 72</b>	\$0.33	\$0.31	\$0.30	\$0.28	\$0.27
<b>125 X 125</b>	\$0.30	\$0.28	\$0.27	\$0.25	\$0.24
<b>234 X 60</b>	\$0.27	\$0.25	\$0.24	\$0.23	\$0.22
<b>120 X 90</b>		\$0.24	\$0.23	\$0.22	\$0.21
<b>88 X 31</b>			\$0.22	\$0.20	\$0.19
<b>120 X 60</b>				\$0.19	\$0.18

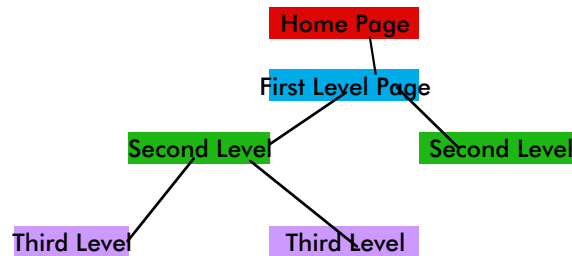
25 word description with Link

### Any Third Level Page

contract length	1 mth	3 mth	6 mth	12 mth	2 yr
<b>Banner Ad Size (in pixels)</b>	\$63.28	\$170.86	\$322.73	\$607.50	\$1,139.06
<b>width height</b>	Plus the Following Cost Per Click Thru				
<b>468 X 60</b>	\$0.36	\$0.33	\$0.30	\$0.27	\$0.24
<b>120 X 240</b>	\$0.33	\$0.30	\$0.27	\$0.24	\$0.22
<b>392 X 72</b>	\$0.30	\$0.27	\$0.24	\$0.22	\$0.19
<b>125 X 125</b>	\$0.27	\$0.24	\$0.22	\$0.19	\$0.17
<b>234 X 60</b>	\$0.24	\$0.22	\$0.19	\$0.17	\$0.16
<b>120 X 90</b>	\$0.22	\$0.19	\$0.17	\$0.16	\$0.14
<b>88 X 31</b>		\$0.18	\$0.16	\$0.15	\$0.13
<b>120 X 60</b>			\$0.16	\$0.14	\$0.13
<b>25 word description with Link</b>	\$0.11	\$0.10	\$0.09	\$0.08	\$0.07

### Your Own Page

contract length	1 mth	3 mth	6 mth	12 mth	2 yr
<b>Your very own page</b>	\$150.00	\$405.00	\$765.00	\$1,440.00	\$2,700.00



### Example

100 Click Thrus Per Month  
 Dollar amounts equal TOTAL cost  
 Contract Length

	1 month	3 month	12 month
<b>First Level page</b>			
<b>468 X 60 banner</b>	\$157.50	\$432.00	\$1,542.98
<b>Link</b>	\$112.50	\$303.75	\$1,080.00
<b>Second Level</b>			
<b>468 X 60 banner</b>	\$124.88	\$343.24	\$1,226.68
<b>Link</b>	\$84.38	\$227.81	\$810.00