

Energy Hotwire.com

Media Kit: Ad Specs



Marketing analysis available upon request. Please contact: media@energyhotwire.com.

Ad Prices: Your Ad is posted 24 / 7

First Navigation Level:

Graphic Ads are placed **ONLY** on the **PAGES** that are receiving the highest visitations. The First Navigation Level pages are the most visited pages of our website. An example of a First Navigation Level page are Refrigerators, under our Appliance Topic, in our Kitchen Appliance section. **\$500 / month; \$1,200 / quarterly; save 20%**
Jan-March; April –June; July–September; October-December. Please specify quarter on contract.

Second Navigation Level:

Graphic Ads are placed on the **PAGES** that follow First Navigation Level pages. The Second Navigation Level pages are the second most visited pages of our website. An example of a Second Navigation Level page can be the third, fourth, or any additional page of a section. **\$300 / month; \$720 / Quarterly; save 20%**
Jan-March; April –June; July–September; October-December. Please specify quarter on contract.

Basic Navigation Level:

Graphic Ads are placed on the Pages that have a wide variation in popularity. The popularity is not constant, thus listed as Basic Navigation. An example of Basic Navigation Level pages are under Articles, News Flash stories or our Message Board.
\$100 / month – Basic level Ads are only available on a month-to-month contract.

Home Page Navigation Level:

Graphic Ads are placed at the Lower page position only. **\$2,500 / month – Home Page Ads are only available on a month-to-month contract. Home Page ads need prior approval.**
Please send Home Page Ad requests to: media@energyhotwire.com, one of our representatives will contact you to discuss Home Page availability. Please refer to our Media Kit for more details.

Ad Size #1 **200 x 200 pixels**

Visitors to Energyhotwire.com are reading a web page for a specific reason: to learn about that topic. Our visitors are not looking to be entertained with a movie clip, they are spending time to learn how to save money, save energy, and save Earth.

Ad Size #3

160 x 600 pixels

We can help you place your Ad(s) so that it or they will fit your budget, thus resulting in the greatest return for your company.

Ad Sizes Available:

Length x Width

#1: 200 x 200 pixels

#2: 728 x 90 pixels

Actual size too long for this page.

#3: 160 x 600 pixels

Image Formats:

Only the following image formats are acceptable:

jpeg or gif

Maximum file Size is 30K.

Graphic Ads Specifications:

Clickable Image Only: Image size must be selected from our 3 contract size choices.

Send Ads via e-mail to: media@energyhotwire.com,
after contract has been signed and sent to:

**B and B Ventures, Inc., Attn.: EHW Media,
P.O. Box 8102; Hicksville, NY 11802**

Ad Size #2: 728 x 90 pixels

Need help with your Ad's design or art work?

Need suggestions on how to word your Ad?

Just ask us by e-mailing details and questions to: [media @ energyhotwire.com](mailto:media@energyhotwire.com).