

Why advertise on myocn.net?

Myocn.net offers great opportunities to get your message to the Orthodox communities here in North America. We offer packages that maximize your advertising dollars, providing competitive rates and web ad positioning that will position your product or service within the reach of your desired audience and market.

Advertising Rates

[Click here to for the PDF schematic of ad spots on myocn.net!](#)

The pricing below corresponds to the ads spots in the schematic. An *impression* occurs whenever your ad is shown to a site visitor. For ads purchased on an impression basis, we rotate the ads shown each time a page loads for a visitor. You pay only for the times your ad is shown.

Level	10k Impressions	Cost Per Impres
Tier 1	\$300.00	\$0.030
Tier 2	\$250.00	\$0.025
Tier 3	\$200.00	\$0.020
Tier 4	\$150.00	\$0.015

Tier 5

\$125.00

\$0.013

FIXED Monthly Advertising

These advertising options are for ad spaces that always show to a visitor on a given page.

Right Corner Page Peel Advertising

Right Bottom Above the Fold

Home Page Pop Under

Home Page Slide Show

Advertising Sizes

The following sizes are maximum width and height for ads. Ads may be shorter than the dimensions provided below, but must be the prescribed width and cannot be taller than the maximum.

Left or Right Vertical Sidebar Ads - 191 pixels wide x 307 pixels tall

Horizontal Content Ads - 476 pixels wide by 150 pixels tall

Above the Fold Ad - 369 pixels wide by 169 pixels tall (*dimensions must be exact for this location*)

Page Peel - 338 pixels wide by 240 pixels tall

Additional Fees

Set up Fee - \$150.00 per new advertising account (one-time fee only)

Graphic Design - \$100.00 per hour if custom design work is required.

Web Ad submission

TERMS OF SUBMISSION

Format

- When designing your web ads or banners please make sure to follow the size and file format specifications outlined above for the advertising position(s) you are purchasing.
- Graphics should be correctly sized in .GIF, .PNG, or .JPG format for static images and .SWF (Macromedia Flash format) for animated ads.
- If simple resizing is required, there will be an additional minimum charge of \$60.00 BDS / \$30 USD per graphic.
- For additional editing or creative work, an estimate will be provided and this work will be

commenced upon approval of cost.

- When submitting files, please include:
 - "Ad Graphics" and the date in the subject line and body of your email
 - The URL to which you want each ad to point
 - Your Company name, address, name of the contact, phone number
 - The number of months to run the ad
 - Date to initiate display of the banner if not immediately.
 - When naming your files please use unique file names, such as: yourcompanyname_1.jpg.
- PLEASE DO NOT APPLY GENERIC FILE NAMES LIKE ad1.gif, banner.jpg, etc. to your files as this increases the likelihood of your ad becoming lost or overwritten.
- **Send all graphics as an attachment to: advertising@myocn.com**

Approval

- All advertisements are subject to approval by myocn.net editorial and production staff.
- myocn.net reserves the right of refusal for advertising requests.
- Advertisements should meet a reasonable standard of good etiquette. Messages or images which are deemed objectionable may not be placed online and a suitable replacement may be requested.

Placement

- Advertisements must be designed to be placed and viewed entirely within the space allocated on a webpage. No form of pop-up or pop-under advertising is allowed.
- The size of advertising panels must not exceed the specified limit. Supplied images which do exceed size restrictions may be refused, resized or cropped at myocn.net's discretion.

Submission

- Artwork for the advertisement should be submitted to myocn.net two full working days before the date of web publication – no refund will be given if the advertisement has not been delivered to myocn.net in time.
- A separate agreement and special rate may be required for placement in more than one advertising category within the same period.

Please note:

- Advertorials are not accepted.
- Sound is not allowed.
- Advertisements may link to the advertiser's website upon request.
- myocn.net does not accept articles from advertisers. Under no conditions will placement of advertising be contingent upon the publication of an article, or vice versa.
- myocn.net does not review products or publish product/company-related articles.
- Advertisers are expected to guarantee their products and services.
- All advertising orders must include the advertiser's registered business name, mailing address and telephone number.
- All advertising must be prepaid on or before the deadline (2 days prior to publication).

PAYMENT POLICIES

Prepayment is required for all advertising. Frequency discounts for three months apply as indicated on the rate sheet. Discounts for 6 and 12 months are provided under prepaid conditions. Cancellation of any portion of a prepaid contract is subject to cancellation of frequency discount; notice must be received in writing by the advertising deadline. Payment for advertising can be arranged by contacting advertising@myocn.net

FUTURE ADVERTISING OPPORTUNITIES

In the coming weeks and months our myocn.net web portal will be expanded to include many new and innovative sites and site features. As a result, our rate sheets will be updated accordingly. Premium positioning and opportunities for section sponsorship will become available in the Podcast player, Web Gallery player, OCN Blogs and OCN e-News letter. These costs will be made available when these sections are launched online. Costs for Creative services (design and artwork) will be given upon request.

INTRODUCTORY OFFER!

Book ONE get TWO!!

For this introductory offer ads will be placed in rotation in two spaces for the price of one with primary visibility. Ads will be duplicated in specific areas on other pages and areas of myocn.net to ensure increased visibility and opportunities for users to encounter your message.

If you are interested in advertising or have any questions, please send us an email at advertising@myocn.net

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