

### BANNER OPTIONS

Banner Ads are strategically placed at the top of the web page without heavy graphics or text to distract users from your message.

#### STANDARD BANNER

Banners rotate in round-robin fashion through all web pages during the user's entire CIRCLE session.

#### TARGETED TOP BANNER

Banners appear only within specified category web pages, rotating in round-robin fashion with other standard and targeted banners in that subject or topic.



### CAMPAIGN REPORTS

Every advertising campaign purchased on CIRCLE gives your company, product or service worldwide exposure. Each campaign includes a monthly report on the advertising campaign's progress. This includes the number of impressions, number of clicks-throughs, the subjects and topics which generated these click-throughs, and the percent of impressions that resulted in click-throughs.

### CAMPAIGN RATES

	1 month	3 months	6 months
Standard	\$75	\$200	\$350
Targeted	\$45	\$120	\$200

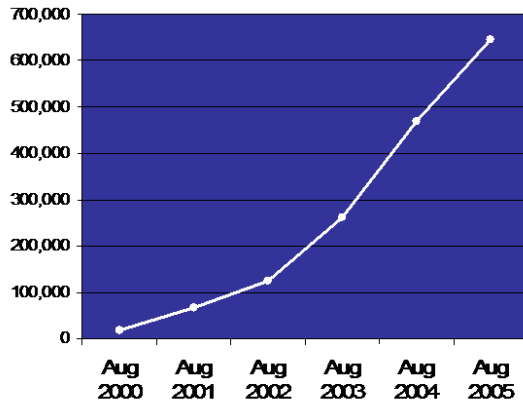
Banner Design  
(design your own or contact us for quotes)

### BANNER SPECIFICATIONS

- GIF file format
- 15 kb maximum file size
- Animated and static banners accepted
- 8 seconds maximum animation length
- Dimensions: 468 x 60 pixels
- Design services available \$35-\$100



## CIRCLE WEBSITE HITS



## TARGET MARKET

Since launching in August 2000, CIRCLE has experienced rapid growth in content and website use. CIRCLE's visitors are not average web surfers. With one of the largest parochial school systems, operating over 6,800 elementary and secondary schools, colleges and universities around the world, the Seventh-day Adventist church employs over 65,000 educators teaching more than 1,500,000 students. CIRCLE is the online database that these educators and students use to find quality resources for Christian education. Advertising on CIRCLE exposes your company, product or service to this unique market of educators twenty-four hours a day.



Curriculum & Instruction Resource  
Center Linking Educators



## CONTACT US

CIRCLE

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Sponsored by the  
North American Division Office of Education  
General Conference Office of Education  
Managed through Andrews University  
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## ADVERTISING OPPORTUNITIES

promote  
your company,  
product,  
or service  
to a unique market  
of educators