



# Online Advertising

www.rta.org

**DEEP DISCOUNTS**  
for Crossties magazine & Member Directory advertisers

## 2013 RATES

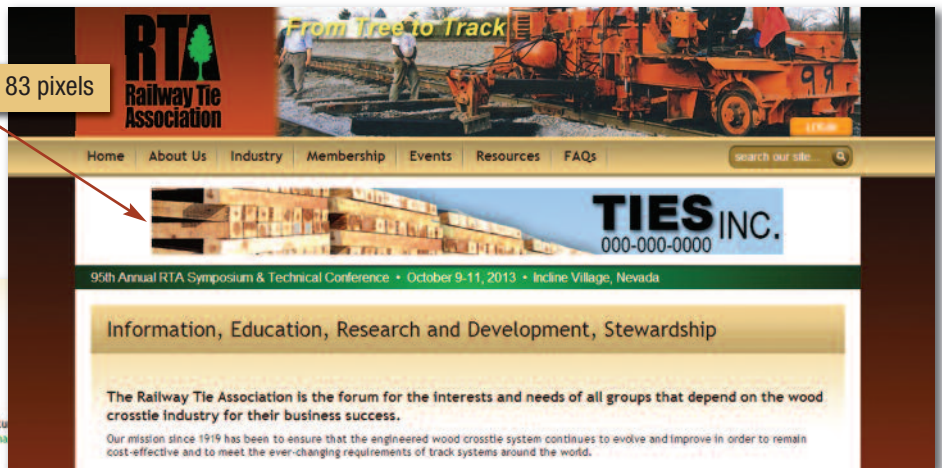
### ONLINE LEADERBOARD ADS

Rates are effective as of Feb. 15, 2013. All prices are subject to change without notice.

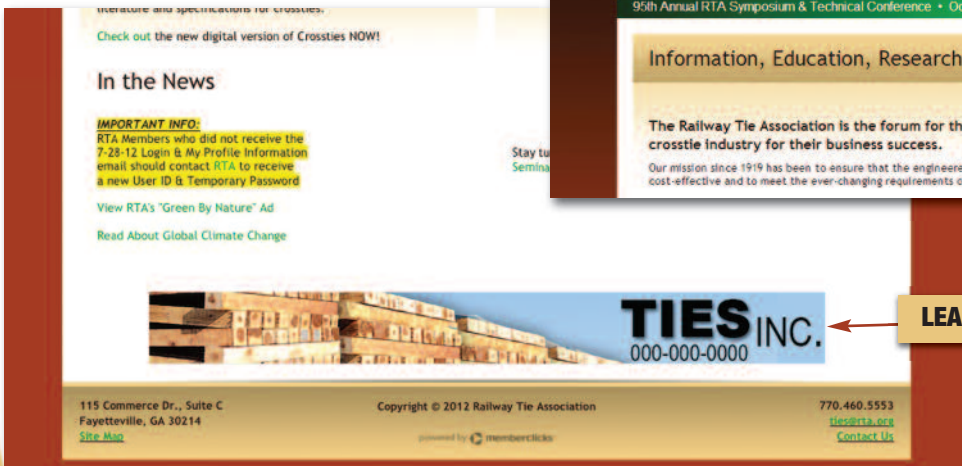
Homepage Leaderboard Ads (788 x 83 pixels)								
# Days / # Impressions	RTA Website Only		RTA Membership Directory Discount		Crossties Magazine Multiple Issue Discount		Discount for Advertising in Both Publications	
	Static Top Position	Rotating Bottom Position	Static Top Position	Rotating Bottom Position	Static Top Position	Rotating Bottom Position	Static Top Position	Rotating Bottom Position
30 / 2500	\$750/mo.	\$600/mo.	\$600/mo.	\$480/mo.	\$563/mo.	\$450/mo.	\$375/mo.	\$300/mo.
60 / 5000	\$600/mo.	\$500/mo.	\$480/mo.	\$400/mo.	\$450/mo.	\$375/mo.	\$300/mo.	\$250/mo.
90 / 7500	\$500/mo.	\$400/mo.	\$400/mo.	\$320/mo.	\$375/mo.	\$300/mo.	\$250/mo.	\$200/mo.

- Top Leaderboard ads are exclusive and do not rotate for the time period purchased.
- Bottom Leaderboard ads rotate with screen refresh.

**LEADERBOARD Homepage Top • 788 x 83 pixels**



**LEADERBOARD Homepage Bottom • 788 x 83 pixels**



Contact us today to set up your advertising strategy.

**770.460.5553 • ties@rta.org**

115 Commerce Dr., Suite C • Fayetteville, GA 30214 • ph 770.460.5553 • fax 770.460.5573 • ties@rta.org



# Online Advertising

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**DEEP DISCOUNTS**  
for *Crossties* magazine & Member Directory advertisers

## 2013 RATES

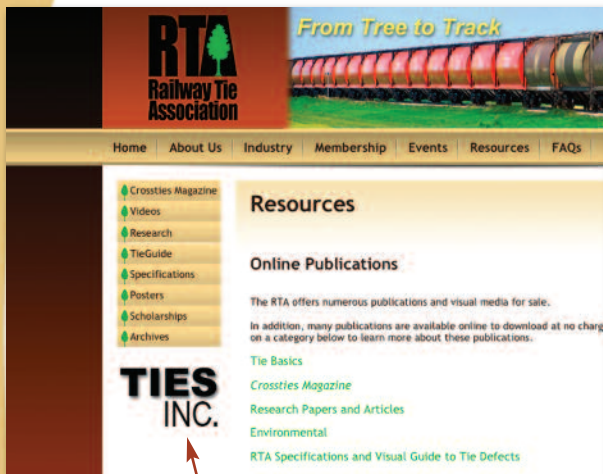
### ONLINE SKYSCRAPER & LOGO ADS

Rates are effective as of Feb. 15, 2013. All prices are subject to change without notice.

Rotating Premium Skyscraper & Logo Ads								
# Days / # Impressions	RTA Website Only		RTA Membership Directory Discount		<i>Crossties</i> Magazine Multiple Issue Discount		Discount for Advertising in Both Publications	
	Skyscraper Ad 138 x 264 pixels	Logo Ad 138 x 88 pixels	Skyscraper Ad	Logo Ad	Skyscraper Ad	Logo Ad	Skyscraper Ad	Logo Ad
30 / 1500	\$500/mo.	\$400/mo.	\$400/mo.	\$320/mo.	\$375/mo.	\$300/mo.	\$250/mo.	\$200/mo.
60 / 3000	\$400/mo.	\$300/mo.	\$320/mo.	\$240/mo.	\$300/mo.	\$225/mo.	\$200/mo.	\$150/mo.
90 / 4500	\$300/mo.	\$225/mo.	\$240/mo.	\$180/mo.	\$225/mo.	\$169/mo.	\$150/mo.	\$113/mo.

- Premium Skyscraper ads appear on the top 15 most visited pages and rotate on screen refresh.
- Logo ads appear on all other web pages and rotate on screen refresh.
- The first 5000 ad impressions are **FREE** only to *Crossties* advertisers with the option to renew at prevailing rates.

**FREE**  
Logo ads for *Crossties* advertisers



**LOGO** Rotates on Interior Pages • 138 x 88 pixels



**SKYSCRAPER** Rotates on 15 Most Visited Pages • 138 x 264 pixels

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