

**728 x 90 PIXELS**

The screenshot shows the top portion of the Journal of Accountancy website. At the top, there is a navigation bar with links for Home, Current Issue, Multimedia, Recent Topics, About, Subscribe, and Advertising. Below this is a search bar and a subscription link. The main content area features a large image of a brown paper bag with a gold chain, followed by a headline: "Pricing on Purpose: How to Implement Value Pricing in Your Firm". To the right of this image is a "HEADLINES" section with several article teasers. Below the main article is a "VIDEO" section with a thumbnail of a man in a suit. To the right of the video is another "VIDEO" section with a thumbnail of a man in a suit. Below the video is an "ARTICLE" section with a thumbnail of a woman in a white shirt. To the right of the article is another "ARTICLE" section with a thumbnail of a man in a suit. At the bottom of the page, there is a "LINK DIRECTORY" section with links for E-newsletters, The Tax Advisor, JofA Email Updates, Vendor Directory, Classified Ads, and Career Center. The footer contains contact information and a copyright notice.

**336 x 280 PIXELS**

This is a rectangular banner area located on the right side of the website. It contains a large, bold text "336 x 280 PIXELS" centered within a light gray background.

Banners	Size	1-3x	4-6x	7-9x	10-12x
Leader Board	728 x 90 Pixels	\$5,000	\$4,250	\$3,625	\$3,100
Rectangle	336 x 280/300 x 250 Pixels	\$7,000	\$5,950	\$5,075	\$4,300
Video	Pre-roll ad, display and logo.	\$10,200	\$8,500	\$7,725	\$6,000

**Be an Online Vendor of Choice!**

Cost-effective vendor directory rates start at \$2,500 for 12 months.