



ADVERTISING RATES
(Revised 1 June 2005)

Advertising at www.PeopleSoft-Planet.com reaches a large, targeted audience of PeopleSoft professionals who visit our website on a regular basis (Click [here](#) to read testimonials). We currently average over 3,000 to 5,000 visits per month making us one of the most popular websites for PeopleSoft information in the world. We offer a variety of corporate advertising including banner advertisements, newsletter sponsorships, and [job postings](#). All advertising also includes a 100 word (maximum) listing on our [Friends of the planet](#) page for the term of the advertising, and notices in our newsletter [PSPlanet XPRESS](#) with over 500 subscribers.

Please provide us with your budget for a 12-month period and a description of the products or services you want to market to PeopleSoft professionals and our sales team will provide you with a customized advertising proposal. Email sales@peoplesoft-planet.com for more information.

BANNER/TEXT ADVERTISING

Website traffic is on track to be 50,000 unique visitors for our first year of operations. In May 2005, the website had 4628 visits and 19,143 page views. This includes 9000 page views for our Home page and 5,000 for our Jobs page.

Our website is marketed by email newsgroups and other web sites covering topics pertinent to PeopleSoft. We accept a variety of shapes and sizes of banner advertisements to meet your needs.

For a quick reference on banner sizes, please visit Google's [Ad Format](#) page.

Banner Advertising Rates

Ad Type	URL	Location	Available Sizes	**Rate per Period
Homepage Banner	www.peoplesoft-planet.com	Top	468 x 60 pixels 234x60 pixels	\$ 500 x1 \$1200 x3 \$3500 x12
Homepage Banner/Text	www.peoplesoft-planet.com	Top/Side	468 x 60 pixels 120 x 600 pixels 125x125 pixels 234x60 pixels	\$ 300 x1 \$ 800 x3 \$2000 x12
Level 2 Banner	www.peoplesoft-planet.com/123.html	Top	468 x 60 pixels 234x60 pixels	\$ 400 x1 \$1000 x3 \$2500 x12
Level 2 Banner/Text	www.peoplesoft-planet.com/123.html	Top/Side	468 x 60 pixels 120 x 600 pixels 125x125 pixels 234x60 pixels	\$ 200 x1 \$ 600 x3 \$1600 x12
Level 3 Banner	www.peoplesoft-planet.com/123/1.html	Top	468 x 60 pixels 234x60 pixels	\$ 300 x1 \$ 800 x3 \$2000 x12
Level 3 Banner/Text	www.peoplesoft-planet.com/123/1.html	Top/Side	468 x 60 pixels 120 x 600 pixels 125x125 pixels 234x60 pixels	\$ 150 x1 \$ 400 x3 \$1200 x12

**Rate per Period describes the rate you would pay per advertisement period. For instance, if you wanted to place a banner on our homepage for 1 month, it would be \$500, for 3 months, it would be \$1200, for a year, \$3500.



Email Sponsorships

We maintain a subscription driven email list for PeopleSoft Professionals. Currently, we have more than 1000 subscribers to this opt-in newsletter, which is distributed once per month.

Newsletter Advertising Rates

Available Sizes	Available Sizes	Rate per Period
Platinum	-468 x 60 pixel banner ad (exclusive) -logo and URL link -100-word company description / ad	\$ 500 / month \$1250 / quarter \$3500 / year
Gold	-logo and URL link -100-word company description	\$ 300 / month \$ 500 / quarter \$1500 / year
Silver	-logo and URL link only	\$ 100 / month \$ 200 / quarter \$ 600 / year

Advertising Materials Submissions Policies

Revised 1 June 2005

Advertising materials may be sent immediately after purchasing advertising space and must comply with the specifications below. Please email all advertising materials to sales@peoplesoft-planet.com. When sending images, please be sure to include the complete URL of the accompanying link, as well as any appropriate ALT text for the advertising image.

Banner Specifications

- **File Size:** 90K maximum
- **Rich Media:** We can serve rich media, so long as the total file size falls within our maximums. GIF images must contain no more than 256 colors
- **Looping:** Though there are no set parameters for looping animations, we have the right to reject banner ads we consider overly annoying and detract from our site.
- **Dimensions:** Full banner ads and sponsorships must be no larger than 468 pixels wide by 60 pixels high or 120 pixels wide by 600 pixels high. All graphics should be under 80K.

Button Specifications

- **File Size:** 80K maximum (144 x 144 pixels)
- **Rich Media:** We can serve rich media, so long as the total file size falls within our maximums. GIF images must contain no more than 256 colors
- **Looping:** Though there are no set parameters for looping animations, we have the right to reject banner ads we consider overly annoying and detract from our site.

TERMS

New advertisers must complete an insertion order and prepay by check, money order or credit card (via PayPal). Existing advertisers will be invoiced monthly, net 30 days. Please contact Kristie Lilje, Ad Sales Manager, at sales@peoplesoft-planet.com to place your ad or if you have any questions. All ads and advertisers are subject to approval.