



Catch your customers' attention with this captivating ad format that steals the screen.

- Dog Ear Ads (Corner Page peels)



LAKE QUINCY MEDIA
1790 Stoney Hill Drive
Hudson, Ohio 44236

<http://lakequincy.com>
sales@lakequincy.com

Dog Ear Ad Placements

Dog Ear Ads provide a unique opportunity for Advertisers to generate attention for their products and services. Because these ads are highly visible, they are perfect for attracting the notice of experienced users who often tune out other ad formats. The novelty of these ads also contributes to their typically higher click through rates, and the peel back feature allows Advertisers to take advantage of their branding value. Dog Ear ads run on a month-to-month basis. The Dog Ear is an animated gif that runs in the upper right corner of the page before the peel back animation. Live area of the peel back is the upper right hand corner, diagonal from the upper left to the lower right.

Requirements:

The visible area of the little dog ear image is **40 px tall and can be any length**. If the gif is too long for the small dog ear space, it will scroll like ticker tape. **Image dimensions of the peelback are 800x600 pixels**. Advertisers must provide artwork for both dog ear and peelback. Format can be jpg, gif (static), png, tiff, or eps. Flash and swf files can also be used. A screen shot can be taken of a pre-existing page to those dimensions or a pre-designed graphic can be provided. For more information and requirements or to download the template for creating dog ear artwork, go to LakeQuincy.com/advertisers/dogear.

Example:



**except specific pages which are already sponsored exclusively by another advertiser*

Lake Quincy Media ■ (888) 364-4740
 1790 Stony Hill Drive Hudson, Ohio 44236
<http://LakeQuincy.com> • sales@LakeQuincy.com

For terms and conditions go to LakeQuincy.com/terms.aspx

Includes:

- Placement of a dog ear ad on all pages of the designated site.*
- Ad runs for a full month.

Pricing:

Site	Rate
A1VBCode.com	\$2500
ASPAlliance.com	\$3000
AspSpider.com	\$1000
DatabaseDev.co.uk	\$1000
DotNetFunda.com	\$500
DotNetPerls.com	\$500
DotNetSpider.com	\$2500
DreamInCode.net	\$2500
FreeTutes.com	\$750
RegExLib.com	\$1250
WROX.com	\$5000
XMLforASP.NET	\$1000
Any site associated with DevAdvice.com	\$750

Go to LakeQuincy.com/Advertisers/MediaKit.aspx for additional advertising opportunities.