



# CommonRoom™ Advertising Rates



CommonRoom's CommonSense™ advertising engine is the most advanced in the industry. Using demographic information voluntarily provided by CommonRoom members—some of the most affluent consumers in the country—your ads can be tailored to your precise target audience.

CommonSense takes a number of factors into account when choosing to display your advertisement, from a member's relatives to their age group and employment. There's no other site able to use so much information so effectively, and in a manner that still maintains member privacy.

CommonRoom also has dedicated areas for GIF and Flash advertisements, which are broadcast without regard to the CommonSense engine. To purchase a type of advertisement, simply click on it within this file, or on the Think web site at <http://www.thinkcomputer.com>. For additional information, contact a sales representative at (415) 670-9350, or e-mail [sales@thinkcomputer.com](mailto:sales@thinkcomputer.com).

Banner Advertisement  
1,000 Impressions  
(Actual Size)

**\$24.99**

3 Banners / Month  
Unlimited Impressions  
(Actual Size)

**\$69.99 / Month**

**NEWTICKER, 1,000 IMPR. - \$99.99**

## Specifications

CommonRoom relies on its members trust to make your ads more effective. Please use the following specifications.

- 125x125 Pixels (Unless Otherwise Specified)
- Maximum 200K File Size
- No Audio, No Rapid Background Color Changes, No Spyware
- GIF or Flash SWF Formats Only
- Extra Charges May Apply for International Advertisements or Graphics Not to Specifications

Rates effective as of October 1, 2006. Subject to change without notice. Think reserves the right to refuse any advertisement based upon content or other factors. Copyright © 2003-2006 Think Computer Corporation. All Rights Reserved. CommonRoom and CommonSense are trademarks of Think Computer Corporation.

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