



Advertising Bundles

AppleCentral is our new umbrella brand for all things Apple. Whether you are interested in general Apple news and information at MacNews.com, reaching the geeks in MacTech Magazine and MacTech.com, gaining visibility in our site for open source solutions at MacForge.net, or sponsoring the lively discussion in AppleCentral's forums, AppleCentral gives it all to you in one solution.

Online Advertising Options

The following ad units are implemented across all our sites:

Ad Unit	Monthly Rate	Ad Unit	Monthly Rate
Tech Showcase	\$399	Podcast Sponsor	\$199
Wide Skyscraper (160x600)	\$299	Podcast Sponsor Extension	\$175
Square Banner (300x250)	\$280	Inclusion on DVD	\$99
Leaderboard Banner (728x90)	\$199	Directory Listing	\$99
Tile Ad (125x125)	\$170	Raffle Sponsor	\$99

Advertising Bundles

The research is clear: the most effective advertising is when you showcase your message in a variety of ways. As a result, MacTech focuses on creating bundles that gives you the best of economical print advertising (*starting at just a few hundred dollars*), bundled with online at no additional cost. Rates depend on frequency, and packages selected. Contact us to determine best options for your needs and situation.

Your Print Ad Size	Online Bundle Value	Your Price	Wide Skyscraper (160x600)	Tech Showcase	Tile Ad (125x125)	Square Banner (300x250)	Leaderboard Banner (728x90)	Podcast Sponsor (3x)	Podcast Sponsor Extension (+3x)	Inclusion on DVD	Directory Listing	Raffle Sponsor
2 Page Spread	\$2,137	included	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Full Page	\$1,493	included		✓		✓	✓	✓		✓	✓	✓
Half Page	\$1,294	included		✓		✓		✓		✓	✓	✓
Quarter Page	\$467	included			✓					✓	✓	✓
Online Only	\$297	included								✓	✓	✓

Custom Bundles Available

Want a different combination of units? Give us a call, and we'll put together a custom package just for you.

MacTech • AppleCentral • MacNews • MacForge: Advertising Advantage
Call us today: 877-622-2375, 805-494-9797, advertising@applecentral.com