

JR CIGAR CONFIRMATION PAGE WEB BANNER

Counts for 2008

570,000 Annual Impressions \$30/M
 47,500 Monthly Impressions

JR Cigar is accepting third-party banner ads on their website's order confirmation page. This page will be presented after a sales transaction has been completed. The banner ad can incorporate the use of a larger mouseover banner and can be linked to a landing page or the advertisers site.

JR Cigar product line includes just about every cigar made, from hand rolled to machine made, ranging in price from \$.05 to \$50 a piece. This is the place for cigar lovers whether you are just a beginner or a connoisseur of fine cigars. The catalog and website also offer humidors, cigar cases, lighters, apparel, cutters, men's and women's fragrances and gourmet food and coffee.

DEMOGRAPHICS

Age Range: 44
 Average HH Income: \$125,000+
 80% College Graduates

BANNER SIZE: 90 x 170 Pixels*
 BANNER FILE MAX: 15 KB
 MOUSEOVER BANNER MAX: 170 x 390 Pixels
 MOUSEOVER FILE MAX: 42 KB

**A larger size may be considered based on availability and pricing.*

2008 Counts

January	45,000	July	50,000
February	45,000	August	50,000
March	45,000	September	50,000
April	45,000	October	50,000
May	50,000	November	45,000
June	50,000	December	45,000

Other important information

*Files should be submitted as gifs (jpegs are acceptable). Animated gifs are acceptable
 Linked landing page must relate to banner offer
 A maximum of three banners will be presented at one time*

UNIT OF SALE
\$87- \$102
GENDER
99% Male
SOURCE
Catalog Internet
MINIMUM ORDER
INQUIRE
CONTACT
Rob Stanton Direct Line 607-734-4571
SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE

Stanton Direct Marketing, Inc.

315 W. Water Street, Elmira NY 14901-2914 Tel: 607-734-1665 Fax 607-734-3708