

Private Lender Advertising Rate Sheet

The Journal of the American Association of Private Lenders

2010 Advertising Rates

ABOUT PRIVATE LENDER

Advertising in the **PRIVATE LENDER** e-zine means your service and product will be seen in the world's only publication which deals exclusively with the technical topics, legislation, marketing aspects, special events, and education related to the private lending industry.

Each page is designed to be read easily on screen, but also to be printed out onto regular 8-1/2" x 11" paper for maximum portability and reader access.

ISSUE DATES

PRIVATE LENDER is distributed on the first Tuesday of the first publication month. (**PRIVATE LENDER** is a semi-monthly publication.) Subscribers are e-mailed a link for downloading their digital copy of **PRIVATE LENDER**. These links are maintained for one year from the date of original publication.

Archived issues of **PRIVATE LENDER** are also available to Association members in the MEMBER RESOURCE area of the AAPL website.

ISSUE DATES	CLOSING DATE	ARTWORK DUE
May/June 2010	Apr 16, 2011	Apr 23, 2011
Jul/Aug 2010	Jun 16, 2011	Jun 23, 2011
Sep/Oct 2010	Aug 16, 2011	Aug 23, 2011
Nov/Dec 2010	Oct 16, 2011	Oct 23, 2011

SPECIFICATIONS

All ads must be final size. (See AD SIZES.) Digital files preferred. Resolution at 150 dpi or greater. Acceptable formats include: PDF, EPS, or JPEG files. Black and white or full color acceptable.

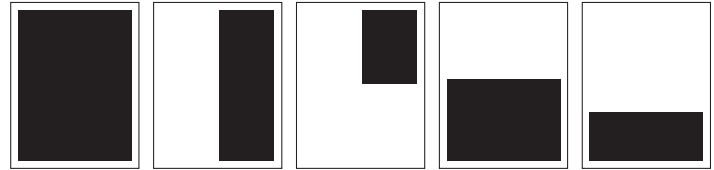
SEND ADVERTISING MATERIALS TO:

advertisingmaterials@aapl.com

For questions or for more information, please call:

Wallace Groves (800) 708-3840

www.aaplonline.com



Full Page 1/2 Page Vert. 1/4 Page Ver. 1/2 Page Horiz. 1/3 Page Horiz.

AD SIZES

Full Page	7.5" x 10"
1/2 Page Vertical	3.625" x 10"
1/4 Page Vertical	3.625" x 4.875"
1/2 Page Horizontal	7.5" x 4.875"
1/3 Page Horizontal	7.5" x 3.2"

RATES (per insertion)

AD SIZE	1X	3X	6X
Full Page	\$1,000....	\$800....	\$640
1/2 Page Vertical	\$760....	\$608....	\$486
1/4 Page Vertical	\$497....	\$397....	\$318
1/2 Page Horizontal	\$760....	\$608....	\$486
1/3 Page Horizontal	\$654....	\$523....	\$418

MEMBER DISCOUNTS

AAPL Members qualify for advertising discounts depending on their membership level. Discounts available up to 30%. Please see Membership Information on the AAPL website.



AAPLonline.com

Advertising Rate Sheet

The website of the American Association of Private Lenders

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ABOUT THE AAPL WEB SITE

Advertising on the American Association of Private Lenders Web Site means your service and product will be seen on the world's only web site which deals exclusively with the private lending industry.

UPDATED ON

Web Site ads are updated on the 1st of each month.

CLOSING DATE

Advertising placements are due the 20th of the month prior.

ARTWORK DUE

Artwork is due by the 25th of the month prior.

AD SIZES

Single..... 300 pixels wide x 125 pixels high
 Double..... 300 pixels wide x 250 pixels high
 (For larger ads, please check with the Advertising Coordinator.)

SPECIFICATIONS

All ads must be final size. (See above.) Digital files only. Resolution at 72 dpi or greater. Acceptable formats include: GIF or JPEG files. Black and white or full color acceptable. No animated ads will be allowed.

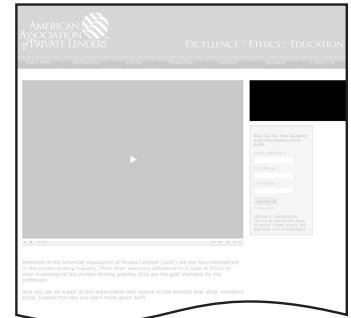
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Double



Single

ADVERTISING PACKAGE RATES

SINGLE QUARTER

Includes ad inserted in four locations on the site.
 Ads include links to your destination.

Single..... \$650
 Double..... \$900

HALF YEAR

Includes ad inserted in four locations spread through the site.
 Ads include links to your destination.

Single..... \$1,170
 Double..... \$1,650

FULL YEAR

Includes ad inserted in four locations spread through the site.
 Ads include links to your destination.

Single..... \$2,150
 Double..... \$2,970

PREMIUM PLACEMENT

Ads placed on the AAPLonline.com homepage are subject to a 15% additional premium.

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