



**Rate Card #8- effective 12/01/2002**

**AuditNet®** was created by Jim Kaplan, an Internet for auditors visionary, audit practitioner, business journalist, and author of the IIA's The Auditor's Guide to Internet Resources, 2<sup>nd</sup> Edition. The site is based on the concept of ASK (Auditors Sharing Knowledge) for Progress through electronic sharing of information and resources in the global audit community.

The AuditNet® web site has numerous advertising and sponsorship opportunities designed to fit any advertising budget. Advertisers can share advertising banner space at very attractive rates or elect to present their message as the sole and exclusive sponsor of a particular section on the site. AuditNet® has a potential visitor base of over 50,000 audit professionals.

Advertising Opportunity	Contract Term			
	1 month	3 months	6 months	12 months
<b>AuditNet® Site Sponsor Ad appearing below the rotating banner on the home page or the Audit Programs page.</b>	\$1,000/mo	5% discount*	10% discount*	20% discount*
<b>AuditNet® Site Sponsor Banner Ad appearing at the bottom of the Home Page or Audit Program Page</b>	\$500/mo /segment	5%	10%	20%
<b>AuditNet® Home Page sponsor (1) 6 rotating Segments subject to TimeShare (2)</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet® Audit Programs (ASAP) page sponsor (1) 6 rotating Segments subject to TimeShare (2) includes all Audit Program pages.</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet® Audit Links (KARL) page sponsor (1) 4 rotating Segments subject to TimeShare (2)</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet® Virtual Library Page Sponsor (1) 4 rotating segments subject to TimeShare (2)</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet® Ask the Auditor Page Sponsor (1) 4 rotating segments subject to TimeShare (2) includes all sections of Ask the Auditor.</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet® Search Page Sponsor (1) 4 rotating segments subject to TimeShare (2)</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet® Audit Jobs Page Sponsor (1)</b>	\$200/mo /segment	2%	5%	10%
<b>AuditNet-I Monthly E-Mail Newsletter and Web page sponsor (multiple sponsors allowed).</b>	\$250/mo /segment	2%	5%	10%
<b>Audit-I or Auditprograms-I Discussion List Sponsor header and footer message (multiple sponsors allowed).</b>	\$250/mo	2%	5%	10%
<b>Rotating banner ad with link to your Web site on any AuditNet® page not listed above. (Up to 10 sponsors per page)</b>	\$100/mo	2%	5%	10%
<b>Company Logo with link to your Web site on AuditNet home page (multiple sponsors allowed)</b>	\$100/mo	2%	5%	10%

- (1) **AuditNet® Sponsor:** .” Sponsor’s ad banner is displayed at the top or bottom of page whenever sponsored article or topic is viewed. See **TimeShare** provisions below. Banner ad may contain a click through link to page provided by sponsor, provided page does not use HTML ‘\_top’ command. Monthly updates or changes permitted at no cost. Right of first refusal for renewal of position. Site visit statistics are available for viewing at [www.auditnet.org/report](http://www.auditnet.org/report)

- (2) **TimeShare:** Sponsorship of each Page can be shared by up to 6 advertisers by splitting the available advertising time into 6 rotating segments. Each segment can be individually sponsored and is visible for 10 or more continuous seconds each minute depending on the total number of sponsors. Each time the advertising banner is loaded, it displays the sponsored ads in sequence. Multiple segments may be purchased by the same sponsor to be displayed sequentially. Each sponsor will have the right of first refusal to increase their segment sponsorship before other advertisers are added to the same Page advertising banner.

**Mechanical Specifications:**

Advertising Banner:	468W x 60H Pixels, animation allowed.
Logo	102W x 45H Pixels, animation allowed
Format:	GIF or JPEG PC format ( <u>uncompressed</u> )
Media:	E-mail attachment or 3.5" diskette (Windows format)

**Job Listings:**

The Audit Jobs section of **AuditNet**<sup>®</sup> is designed to provide a place for available internal audit and closely related positions to be posted.

Your job posting will be featured on the home page of the **AuditNet**<sup>®</sup> jobs area and will also be visible throughout the jobsinthemoney network of finance dedicated jobsites providing maximum exposure for your openings.

A single 60 day **AuditNet**<sup>®</sup> featured job posting is \$200.

If you are interested in posting multiple job openings, please email [auditnet@jobsinthemoney.com](mailto:auditnet@jobsinthemoney.com) for more information.

To post your job, simply fill out the form at <http://www.jobsinthemoney.com/pb/auditnet.cfm> or email your posting to [auditnet@jobsinthemoney.com](mailto:auditnet@jobsinthemoney.com)

**Deadlines:**

Banner ads and local pages will be posted on the appropriate web page at the next scheduled site refresh after receipt.

**Terms:**

Net 10 upon invoice. Publisher reserves the right to cancel or reject any advertising at any time. Advertising posted in the middle of a month will be prorated to the end of the month posted and will be billed as an addition to the contracted period. *\*Discounts apply only to prepaid insertions.*

*AuditNet*<sup>®</sup> is represented exclusively by:  
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