

ONLINE RATE CARD - LINN'S

BANNER ADVERTISING

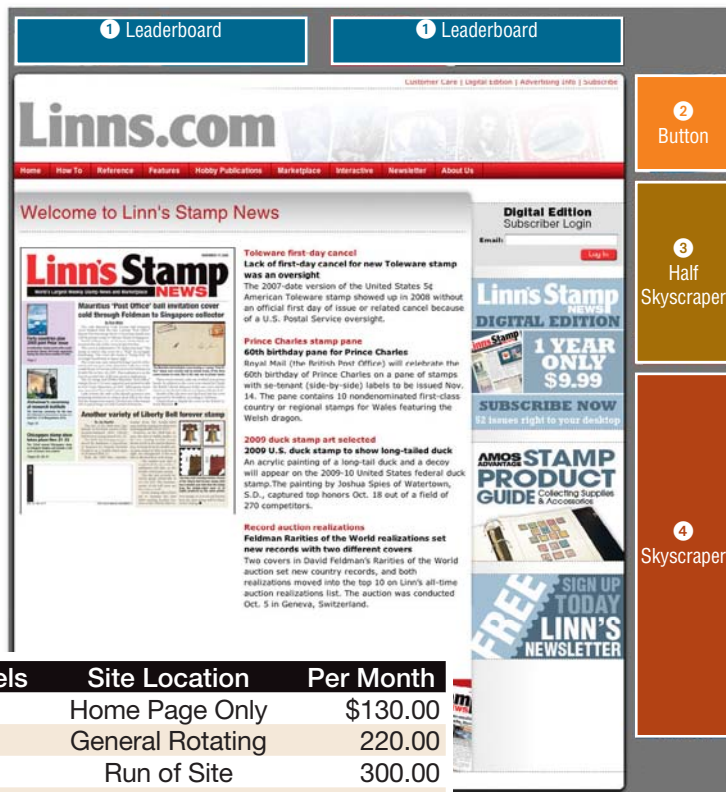
Once you realize the value of advertising in our hobby publications, we're sure that you'll want to expand your advertising even further by placing banner ads on our websites!

Banner advertising provides a great opportunity for you to promote the online portion of your business. As the market changes, it is important that you get a head start on your competition in reaching this market. Linn's is the leader in the stamp collecting market, and collectors turn to both our weekly publication and our website for the information they need to fully enjoy the hobby. By placing your banner on our website, your message can be seen by all these collectors.

LINNS.COM BANNER AD RATES

We've redesigned our Linns.com website. The new site continues to be the primary source for educational and reference information for collectors in the stamp market. The information that thousands of viewers a day have grown to know and love will continue to be available on Linns.com.

The new site will have a fresh new look, and will be actively promoting the digital edition of our publications. Our goal, as we move into the future, is to create a complete community, both through print and online for coin collectors and coin dealers to meet.



| LINNS.COM Ad Size | Ad Size in Pixels | Site Location | Per Month |
|-------------------|-------------------|------------------|-----------|
| Leaderboard 1 | 481x80 | Home Page Only | \$130.00 |
| Leaderboard 1 | 481x80 | General Rotating | 220.00 |
| Leaderboard 1 | 481x80 | Run of Site | 300.00 |
| Button 2 | 160x160 | Run of Site | 200.00 |
| Half Skyscraper 3 | 160x300 | Run of Site | 300.00 |
| Skyscraper 4 | 160x600 | Run of Site | 400.00 |



NEWSLETTER RATES

Our *Linn's Stamp News* e-newsletter is published monthly and is emailed to active coin collectors in the market. Not only are some of these *Linn's Stamp News* subscribers, but 40,000+ of these collectors are non-print subscribers who are active collectors in the market. This is a great opportunity to open doors to new customers!

| NEWSLETTER Ad Size | Ad Size in Pixels | Site Location | Per Month |
|--------------------|-------------------|---------------|-----------|
| Button 2 | 160x160 | Run of Site | \$450.00 |
| Half Skyscraper 3 | 160x300 | Run of Site | 550.00 |
| Bottom Button | 160x160 | Run of Site | 700.00 |

For information on banner advertising contact:

Phyllis Stegemoller: pstegemoller@linns.com • 1-800-834-5447

Angela Nolte: anolte@amospress.com • 1-800-895-9881

AMOS ADVANTAGE

ADD AMOSADVANTAGE.COM

Combine the reach of linns.com and our e-commerce site AmosAdvantage.com for even greater impact! Choose a Banner Package Ad, instead!

Banner Package ads are only \$250 per month! This type of banner ad appears as a general rotating ad on linns.com and as a run of site ad on the stamp section of AmosAdvantage.com. If purchased separately, the cost would be approximately \$300 per month.

So you see, you've got nothing to lose and everything to gain!

Don't let this opportunity slip by you! Remember, an opportunity is never lost...it is just given to somebody else!

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ONLINE INVENTORY

Offer your stamp inventory online through **Zillionsofstamps.com**

You already understand the importance of getting your message out to the stamp hobbyists through our weekly publication and through banner ads on our websites. However, we still have one more way in which we can help your business grow – **Zillionsofstamps.com!**

Zillionsofstamps.com is a searchable database for stamps and philatelic items where you can offer your inventory 24 hours a day, 365 days a year to collectors throughout the world! Collectors can search for the best deals, the best quality and special attributes by a variety of different search criteria such as catalog number, country, condition, keywords, price range, etc. When finished, they simply check out and dealers are notified via e-mail that orders are ready for retrieval.

Here's what you will receive as a ZoS dealer:

- The ability to log on to change, add, or remove an unlimited number of items from your inventory at any time.
- The ability to attach scanned images to individual descriptions.
- A resident home page within *Linn's* web site, where the same search and ordering capabilities exist, but where searches are confined to only your inventory.
- A link to your own existing home page.

Rates are easy to understand and are based on the number of items placed.

| | |
|--------------------------|----------------------------------|
| 1 – 2,500 listings | \$60.00 minimum monthly charge |
| 2,501 - 5,000 listings | \$24 per thousand monthly charge |
| 5,001 – 10,000 listings | \$18 per thousand monthly charge |
| 10,001 and more listings | \$12 per thousand monthly charge |

Zillionsofstamps.com

**makes it possible for you to offer your inventory
to the entire world!**

So, what are you waiting for?

**For information on Zillionsofstamps.com
contact:**

sales@zillionsofstamps.com

