



Internet Institute for Training in

EWORKSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPND, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

2008 ADVERTISING PACKAGE

The Venue: Eworkstyle is for service professionals who want to learn "World-Class Skills" before the need to use them is forced by the realities of economic change and marketplace competition. It was created to satisfy the hunger for genuine information about updating skills to help service professionals prepare for shifts in the economy, work and personal/professional style in all contexts. With its emphasis on self-development, professional culture, skills modifications, financial stability and holistic well being; using real models, methods and best practices; Eworkstyle evokes the secrets behind world-class disciplines – including the forgotten values and contributions of our grandparents that still hold true today. Eworkstyle celebrates the culture and environment in which local changes are created and the global impacts that create them. It serves up rich, informative stories that are complex, defining and memorable. Eworkstyle is the definitive personal and professional development, cross-media training venue of its generation.

The Voice: Its representation is an authentic statement, its content actionable; Eworkstyle travels the world connecting readers intimately and vividly with the history and traditions of *World-Class Skills*, the vital link between personal development and professional security; with personalities who share their passions. The tone is enthusiastic, inclusive, friendly and knowledgeable. We don't pretend to know everything about "World-Class Skills," but we know how to find out everything – and we take our reader along as a partner to embrace the changes that impact their lives – rather than as a distant observer. Together, according to learning styles, we discover, prepare and grow.

Our experience spans several decades working with print, radio and television stations in Boston, targeting various markets across New England. In addition we've taught, networked and collaborated with colleges and universities to create our special blend of lifelong learning which demands a wide array of personal/family services and supplies from advancement grooming and home repairs to technology and transportation. Whether you're a first time or long time advertiser, we'll provide advice, guidance, counseling and coaching toward positioning your goods and services to fill the needs in the demand areas created by IITE publications, website and internet radio\TV broadcasts. We compare and pair our stories, events and audience to design advertising for the right fit. We'll in fact position your company to supply the essentials our audience needs to successfully *Learn World-class Skills*. Consider this package a "goals assessment" survey for your advertising this year because it is packed with dependable information for advertising with confidence across media platforms, including:

- EWORKSTYLE Magazine Print Advertising
- EWORKSTYLE.com Web Advertising and Event Campaigns
- EWORKSTYLE Internet Radio Advertising and Public Relations campaigns
- EWORKSTYLE Internet TV Advertising and Public Relations campaigns

Paula Robinson, President/CEO



Internet Institute for Training in

EWORKSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPNDC, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

EWORKSTYLE MAGAZINE DISPLAY RATES

Effective Issues: Summer, Fall, Winter, Spring \ Rate Base: 25,000 per quarter

Invest in Annual Advertising and Receive Added Benefits!

| EWORKSTYLE Magazine Ads | 1X | 2x | 3X | 4X |
|-------------------------|---------|---------|---------|---------|
| Cover | \$2,970 | \$2,680 | \$2,455 | \$2,220 |
| Full Page | \$2,230 | \$2,120 | \$2,010 | \$1,900 |
| 2/3 Page | \$1,675 | \$1,590 | \$1,505 | \$1,425 |
| 1/2 Page | \$1,490 | \$1,415 | \$1,340 | \$1,265 |
| 1/3 Page | \$1,115 | \$1,060 | \$1,005 | \$945 |

Mechanical Charges: Bleed add 10%. Key numbers, half-tones, camera work and/or stripping will be billed to advertiser.

Pre-Printed Inserts: Consult advertising representative.

Terms: Net 30 days; no cash discounts.

Commissions: Recognized advertising coordinators may take 15% of gross billing space, color and special position, provided account is paid within 30 days of invoice date. No commission is allowed on artwork, reprints or mechanical charges. For more information on coordinated advertising please contact IITE Publications.

A relationship with the Internet Institute for Training in Eworkstyle (IITE) through cross platform global media advertising can lead to superior ad sales in new target markets. IITE advertising is customized for print with EWORKSTYLE magazine, the web with Eworkstyle.com, streaming on-line media with Eworkstyle radio and global digital video with Eworkstyle TV. Our expertise allows you to maximize your reach across media platforms while getting your message out to our audiences. We're so confident that we can showcase your company and improve sales within our audience profiles that we'll discount our package services up to 15% when you select a cross platform media campaign. Check out our complete suite of advertising and sponsorship services for your advertising needs this year. We guarantee:

- The advertisement package of your choosing will be presented through EWORKSTYLE magazine and/or on the web with Eworkstyle.com, Eworkstyle radio and Eworkstyle TV.
- No ads will be cleared for dissemination without your approval.
- Your ads will be specifically target-based to your audience interest.
- Our expanding market share will grow exposure for your corporation.
- Your advertising and sponsorship strategy will enhance your company's reputation through our magazine readership, website visitors, Internet radio listeners and Internet TV viewers.

For More Information: please contact Paula Robinson, 617-290-5830 email Paula@eworkstyle.com All rates subject to change.

Internet Institute for Training in

EWORKSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com



Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPND, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

MECHANICAL SPECS FOR ADVERTISING WITH EWORKSTYLE MAGAZINE

AD SIZES

| BLEED UNIT | WIDTH | & | DEPTH | NON-BLEED UNIT | WIDTH | & | DEPTH |
|---------------------------|-------|---|-------|----------------------|-------|---|-------|
| Page bleed | 8" | x | 10¾" | Full page | 7" | x | 9¼" |
| Bleed spread | 16¼" | x | 10¾" | Non-Bleed Spread | 15" | x | 9¼" |
| 2/3 page vertical bleed | 5" | x | 10¾" | 2/3 page vertical | 4½" | x | 9¼" |
| 1/2 page vertical bleed | 4" | x | 10¾" | 1/2 page vertical | 3½" | x | 9¼" |
| 1/2 page horizontal bleed | 8" | x | 5½" | 1/2 page horizontal | 7¼" | x | 4½" |
| 1/3 page horizontal | 8" | x | 3½" | 1/3 page vertical | 2¼" | x | 9¼" |
| Outside Back Cover | 8¼" | X | 10¾" | *1/3 page horizontal | 7" | x | 3" |

Full-page bleed dimensions allow for 1/8" trim on all four sides as well as right – or left-hand positioning. In addition to this trim allowance, we require ¼" safety on all four sides for live matter (type and important illustration). Use safety size 8¼" x 10¾" for bleed pages. *Important: All 1/3 page horizontal ads must measure exactly 7" x 3".

Eworkstyle utilizes digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specification must be corrected. Under these circumstances the advertiser will have the option of resubmitting the corrections or being billed for required production.

Preferred\Accepted Formats: Adobe PDF, EPS, JPG & Tiff files are preferred formats. Apple TrueType fonts should not be used. Files and fonts should not exceed a total area density of 300%. Black type on white background is 100% black. Contact proofs must accompany all work.

Ad Sizes: Spread files should be set up as two single facing pages. All ads must be created to exact size specifications on the rate sheet. All live matter must be within 3/8 of gutter or trim.

Media Transfer: Email preferred; CD-ROM, Zip Disk, Key Drive acceptable formats. All artwork must be set within preferred\accepted formats, including a contact proof.

Electronic Files: are stored for one year only, unless otherwise requested in writing.

Inserts: Consult advertising representative.

Shipping Information: Attn Eworkstyle Ad Management Module, Box 285 Boston, MA 02117.

Contact Proofs: must be made for all work submitted. Contact proofs; ensure your work will print exactly as submitted. If you have not submitted a contact proof with your work, you can request Eworkstyle create proof(s) for an additional charge of \$45 per page.

| ADVERTISING SPECIFICATIONS | | EWORKSTYLE AD Closing Dates | | | |
|----------------------------|----------------|-----------------------------|--------------|--------------|--------------|
| | | Issue Date | Ads Close | Material Due | On Sale |
| Magazine Trim Size | 8" x 10½" | Summer: Apr-June | Mar: 1st Fri | Mar: 2nd Fri | Mar: 4th Fri |
| Spread Trim Size | 16" x 10½" | | | | |
| Spread Safety Size | 15¾" x 10¾" | Fall: July-Sept | Jun: 1st Fri | Jun: 2nd Fri | Jun: 4th Fri |
| Gutter Safety | ¼" per page | | | | |
| Binding Method | Saddle Stitch | Winter: Oct-Dec | Sep: 1st Fri | Sep: 2nd Fri | Sep: 4th Fri |
| Printing Method | 4-Color Offset | | | | |
| | | Spring: Jan-March | Dec: 1st Fri | Dec: 2nd Fri | Dec: 4th Fri |

For More Information: please contact Paula Robinson, 617-290-5830 email paula@eworkstyle.com All rates subject to change.



Internet Institute for Training in

EWORKSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPND, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

EWORKSTYLE.COM WEB ADVERTISING RATES

Your continued support is needed to provide free and open access to life long learning, teaching and professional development. During the many years that we have taught, we have noticed our student's enthusiasm and sophistication with juggling children, spouses, sisters and brothers, friends, community and peers while they tackle life-long learning, teaching and professional development. We've seen them manage the unpredictable things about life including heart breaking news and tragedy; and while shaken but unnerved most of the time, they continued to pursue their goals with common sense and logic. These students have helped us understand that more than empathy or sympathy, acquiring a sense of direction and help with professional skills development allows a person to move from one life changing situation to the next with confidence and enjoyment instead of anxiety and fear. It is this understanding that has moved us to develop EWORKSTYLE. By working with so many thousands of people we've acquired insight into the similarities and intricacies of life including the extent of common need. Your generous support helps us to pro-actively prepare and provide much needed resources and information on various economic trends. Sponsor advertising is used to underwrite research and development on what economic trends mean; provide various forms of resource optimization; inform how long and to what extent current trends will last; network strategies and disseminate outcomes.

Web advertising with EWORKSTYLE.com supports servers that use tracking methodology for measuring all of our internet activity. Our tracking service team's experience includes developing measurement systems used to give complete metrics on who's visiting, when, how they navigated, what referrals and other information important to online advertising business such as operating systems, browsers, search engines and key phrases used. Our web tracking system offers the best methodology for measuring EWORKSTYLE.com internet activity. Advertising with EWORKSTYLE allows you to leverage this information for your reporting needs with confidence.

Invest in Annual Advertising and Receive Added Benefits!

| EWORKSTYLE.COM Ads | 1X | 2x | 3X | 4X |
|--------------------|---------|---------|---------|---------|
| Sky Scraper | \$1,575 | \$1,400 | \$1,210 | \$1,075 |
| Billboard | \$1,345 | \$1,250 | \$1,115 | \$980 |
| Campaign Headline | \$975 | \$875 | \$785 | \$700 |
| Chapter Heading | \$775 | \$750 | \$735 | \$715 |
| Square Tile | \$575 | \$565 | \$555 | \$545 |

Invest in the EWORKSTYLE Sponsor Combination Package

| | |
|--|---|
| <p>Receive:</p> <ul style="list-style-type: none"> - Annual Full page Ad in EWORKSTYLE Magazine - Annual Sky Scraper Ad on EWORKSTYLE.com | <p>Also Receive:</p> <ul style="list-style-type: none"> * Full Print & Web Articles on Your Organization * Full Print & Web Stories of Your Choosing * Display of logo on sponsor pages (linked on website) * Monthly News Alerts * Discounts on conferences * Complimentary Hard Copy Magazines |
|--|---|

For More Information: please contact Paula Robinson, 617-290-5830 email paula@eworkstyle.com All rates subject to change.



Internet Institute for Training in

EWORKSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPND, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

MECHANIAL SPECS FOR EWORKSTYLE.COM WEB ADVERTISING

Web Advertisements are purchased per page. Ad examples here are shown for visual concept – not exact size. All website Ads are measured in pixels and are linked to the advertiser's website.

| AD SIZES | | | |
|-----------------------------------|-------|---|-------|
| WEB AD UNIT | WIDTH | & | DEPTH |
| Sky Scraper 125 x 600 pixels | 125 | x | 600 |
| Billboard: 468 x 60 pixels | 468 | x | 60 |
| Campaign Headline 468 x 25 pixels | 468 | x | 25 |
| Chapter Heading: 230 x 60 pixels | 230 | x | 60 |
| Square Tile 125 x 125 pixels | 125 | x | 125 |

| | | |
|---|---|-------------------------------------|
| Billboard Sample 468 x 60 | | Sky Scraper Sample 125 x 600 |
| <p>Billboard Ads are one of the most common forms of web advertising. Billboards are generally posted at the top of a web page to convey two simple messages in an advertising campaign. Billboards can be created in a wide variety of design styles and colors. Because of their placement, Billboard Ads are generally used to emphasize product rather than story features.</p> | | |
| Campaign Headline Sample 468 x 25 | | Sky Scraper Sample 125 x 600 |
| <p>Horizontal banners come in two sizes: Billboard and Campaign, both can be created to convey simple messages in a wide variety of design styles and colors. Campaign Headlines are used at the top of a story to emphasize headline feature information.</p> | | |
| Tile Sample 125 x 125 | Chapter Heading Sample 230 x 60 | Sky Scraper Sample 125 x 600 |
| <p>Square Tiles come in one size and can be created to convey two parts of a simple message in a wide variety of design styles and colors. Tiles are one of the most common forms of web advertising as they are placed within story columns.</p> | <p>Chapter Headings are unobtrusive horizontal banners, which can be created to convey one simple message in a wide variety of design styles and colors. Chapter Headings are placed at the top or bottom of story columns to emphasize a product or service that relates directly to services or products provided as talked about in the story at hand.</p> | |

For More Information: please contact Paula Robinson, 617-290-5830 email paula@eworkstyle.com All rates subject to change



Internet Institute for Training in

EWORKSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

EWORKSTYLE INTERNET RADIO RATES

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPNDC, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

How does one take on the task of informing an industry of service professionals about the economic impact of globalization? We've created a compendium of basic information on competitive intelligence and working lifestyle and made it "to go" via internet radio also known as podcast. Our venue, EWORKSTYLE Internet Radio is designed to inspire confidence and enjoyment while preparing our audience to get and stay engaged in the changing economic environment. Our focus is on the continual flow of information that most of us need for communications literacy, academic preparation, career development and successful entrepreneurship. EWORKSTYLE Internet Radio tells the professional development story of creating *World-Class Skills* by – showcasing the places it gets heralded and meeting the people who master it. As we trace the development of *World-Class Skills* to their dynamic, transformative, market driven localities; we see them in a new way, understand them better and discover how they really work and why. EWORKSTYLE Internet Radio has captured amusing, informational and thought provoking interviews with engaging people from all walks of life. We cover classic training from favorite old world skill sets to indisputable new, quality enhancing, time savers. We go in-depth with rarely explored self-help options that can be accessed and implemented from work, home or on the road. We provide product resources and "how to" techniques to guide novices and experts alike through researched, tested and perfected methods. Our shows also capture the instant moments of enjoyment, dismay, quirkiness and surprise from lifelong learners discovering *World-Class Skills*.

Advertising support gives you the right kind of exposure specifically targeted and appropriate for our listeners' experience and enriching for your company image. That's the win-win relationship that advertising with IITE is all about. When you become our advertising partner, we'll create your unique Ad to match our training content for a transformative information session with our reading, listening and viewing audience. Your ad will showcase your organization as investing in the service industry consumer and their family development. We also provide annual reporting that incorporates advertising tracking and measurement for your corporate reporting.

| EWORKSTYLE Internet Radio Ads | 1X | 2x | 3X | 4X |
|-------------------------------|---------|---------|---------|---------|
| 120 second sponsor | \$1,750 | \$1,640 | \$1,525 | \$1,415 |
| 90 second sponsor | \$1,525 | \$1,415 | \$1,305 | \$1,195 |
| 60 second sponsor | \$1,400 | \$1,290 | \$1,180 | \$1,075 |

Invest in the EWORKSTYLE Benefactor Combination Package

Receive:

- Annual Full page Ad in EWORKSTYLE Magazine
- Annual Sky Scraper Ad on EWORKSTYLE.com
- Annual EWORKSTYLE Internet Radio Ad

Also Receive:

- * Radio Show on topic of your choosing
- * Full Print & Web Articles on Your Organization
- * Full Print & Web Stories of Your Choosing
- * Display of logo on sponsor pages (linked on website)
- * Monthly News Alerts
- * Discounts on conferences
- * Complimentary Hard Copy Magazines

For More Information: please contact Paula Robinson, 617-290-5830 email paula@eworkstyle.com All rates subject to change.



Internet Institute for Training in

EWORkSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPND, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

SPECS FOR EWORkSTYLE INTERNET RADIO ADVERTISING

AD SIZES

ANNOUNCEMENT UNIT

| | |
|--------------------|---|
| 120 second sponsor | Includes production and on-demand airtime for one quarter |
| 90 second sponsor | Includes production and on-demand airtime for one quarter |
| 60 second sponsor | Includes production and on-demand airtime for one quarter |

EWORkSTYLE Internet Radio is distributed over the world wide web using streaming servers and syndication feeds for playback on portable media players, cell phones, personal computers and Internet TV's. EWORkSTYLE Internet Radio Advertising allows you to share insider tips, professional expertise and goods and services on demand. EWORkSTYLE Internet Radio topics address information related to the development of *World-Class Skills* and related economy, work, lifestyle and market trends. You have many options with these discussions. Most basic is simply sharing your expertise, product or service with our target market and thereby taking the mystery out of the method, model or best practice you are showcasing.

Because the Internet Institute for Training in Eworkstyle is a not-for-profit educational organization, we pride ourselves in educational programming which is "commercial free." Our advertising process posts your Ad on the page that the show is hosted from. In this way we do not interrupt our listeners' training. Your Ad is matched to the programming that best suits our target audience needs. Listeners will view your ad before, after and during pause the programs.

- Invest in a written & produced annual commercial (provide one and discounts apply).

- Your commercial is played on the page that each show is requested from (evergreen shows are archived); your annual support keeps your advertisement in place.

- Annual advertisers also receive 1 hour of radio time per annual order. You (or someone you choose) are welcomed as a celebrity guest to discuss a topic of your choosing. We create a promo, which is played *run of site* and write and distribute a press release in conjunction with our publication, radio and internet advertising. This is a wonderful way to communicate with your existing client base as well as our target audience. Going forward you may also use this time to "sponsor" workshops on your area of expertise, hence, extending your visibility and expert status in the industry. Evergreen radio shows will be continually available indefinitely and promoted through all of our distribution venues and include:

- One 468 X 60 banner on run of site (annual only).
- One 125 x 125 Tile Ad placed with show.
- One 120 X 60 button placed with show.
- One press release distributed through our media network and special events.
- Links to your web site in related blog and chat discussions.

For More Information: please contact Paula Robinson, 617-290-5830 email Paula@eworkstyle.com All rates subject to change.



Internet Institute for Training in

EWORkSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPNDC, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

EWORkSTYLE INTERNET TV RATES

With an increasing number of TV channels and programs coming into our homes each day, it can be hard for us to decide what to watch. Many parents, professionals, schools and colleges are concerned about the quality of today's television programs – particularly those with “reality” content that's more suitable for creating problems than making progress. EWORkSTYLE Internet TV is providing an alternative reality TV. EWORkSTYLE Internet TV provides a wide range of introductory workshops, discussions and other learning practices in visual media to keep people up-do-date with methods needed to transition into emerging global market places. We've infused EWORkSTYLE Internet TV with lessons in communications; self-development, competitive intelligence and socio-professional acculturation to help our target audience of service professionals gain the skills they need to realize cherished goals and dreams.

With EWORkSTYLE Internet TV you can get your message to audiences in search of professional development through targeted content focused ads. Our advertising and sponsorship programs begin with matching your products to our shows, then creatively delivering your advertising across platforms to our readers, trainers, listeners and viewers. All the while, EWORkSTYLE Internet TV provides standards and systems for advertising that include approaches for reach and positioning that are optimized to meet the needs and characteristics of each group within our target demographic. You can sort through EWORkSTYLE Internet TV to see your Ad placement and through our annual reports measure your results. So remember, an Ad with EWORkSTYLE internet TV is an Ad that you can track and analyze as responses specific to your campaign. Our annual standard rates for airtime include one EWORkSTYLE Internet TV show custom produced, edited and delivered, ready for airing. EWORkSTYLE Internet TV footage is recorded at our partner studios in Boston, MA. Video production time generally takes 1-2 hours and can include people, music and B-roll.

| EWORkSTYLE INTERET TV ADS | 1X | 2x | 3X | 4X |
|---------------------------|---------|---------|---------|---------|
| 3 minute sponsor | \$5,250 | \$4,920 | \$4,580 | \$4,465 |
| 90 second sponsor | \$3,880 | \$3,780 | \$3,575 | \$3,375 |

Invest in the EWORkSTYLE Underwriter Combination Package

| | |
|---|--|
| <p>Receive:</p> <ul style="list-style-type: none"> - Annual Full page Ad in EWORkSTYLE Magazine - Annual Sky Scraper Ad on EWORkSTYLE.com - Annual EWORkSTYLE Internet Radio Ads - Annual EWORkSTYLE Internet TV Advertising | <p>Also Receive:</p> <ul style="list-style-type: none"> * TV Show on topic of your choosing * Radio Show on topic of your choosing * Full Print & Web Articles on Your Organization * Full Print & Web Stories of Your Choosing * Display of logo on sponsor pages (linked on website) * Monthly News Alerts * Discounts on conferences * Complimentary Hard Copy Magazines |
|---|--|

For More Information: please contact Paula Robinson, 617-290-5830 email Paula@eworkstyle.com All rates subject to change.



Internet Institute for Training in

EWORkSTYLE

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . eFax: 215-689-8129 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPNDC, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

SPECS FOR EWORkSTYLE INTERNET TV ADVERTISING

The medium of Internet TV combined with today's portable cell phones, iPods and other miniature devices allows viewers to choose when, where and how they want to view on-demand, regardless of place. Internet TV is fast becoming mainstream, replacing both cable and satellite television because of its ability to provide global programming without needing to "go to" a place for viewing.

AD SIZES

ANNOUNCEMENT UNIT

| | |
|--------------------|---|
| 120 second sponsor | Includes production and on-demand airtime for one quarter |
| 90 second sponsor | Includes production and on-demand airtime for one quarter |

EWORkSTYLE Internet TV is a contemporary global medium initially targeted to service professionals and evolving into a broader marketplace to reach the needs of the general public. EWORkSTYLE Internet TV is distributed over the internet and uses streaming servers for playback on portable media players, cell phones, personal computers and "Internet Capable Televisions." EWORkSTYLE Internet TV Advertising allows you to share insider tips, professional expertise and goods and services on demand. EWORkSTYLE Internet TV topics address information related to the development of *World-Class Skills* and the demands to understand them; e.g. related economy, work, lifestyle, market shifts and trends coupled with the insight, tools, technology and training needed to meet them. There are many options with these presentations and discussions. Most basic is simply sharing your expertise, product or service with our viewers and thereby taking the mystery out of the method, model or best practice you are showcasing. Your EWORkSTYLE Internet TV Ad includes one written & produced commercial.

- Your commercial is played on the page that each show is requested from (evergreen shows are archived); your annual support keeps your advertisement in place. Listeners will view your ad before, after and during pause the programs.

Invest in one year of advertising and you'll receive 1 hour of EWORkSTYLE Internet TV time per annual advertisement. You (or someone you choose) will be welcomed as a celebrity guest to discuss a topic of your choosing. We'll create a promo, which is played run of site and write and distribute a press release in conjunction with our publication, radio and internet advertising. This is a wonderful way to communicate with your existing client base as you grow into our audience. Going forward you may also use this time to "sponsor" workshops on your area of expertise, hence, extending your visibility and expert status in the industry. Evergreen TV broadcasts will be continually available indefinitely and promoted through all of our distribution venues. Also receive:

- One 468 X 60 banner on run of site (annual only).
- One 125 x 125 Tile Ad placed with show.
- One 120 X 60 button placed with show.
- One press release distributed through our media network and relevant events.
- Inclusion in EWORkSTYLE Internet TV special promotions.
- Links to your web site in related blog and chat discussions.

For More Information: please contact Paula Robinson, 617-290-5830 email paula@eworkstyle.com All rates subject to change.



Internet Institute for Training in

EWORKSTYLE™

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . Fax: 617-266-1972 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPND, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

SAVE UP TO 15% WITH BUNDLED ADVERTISING PACKAGES

Invest in 1 Year of Advertising and Receive Added Benefits!

EWORKSTYLE Underwriter \$31,320

- Annual Eworkstyle Internet TV Ad
- Annual Eworkstyle Internet Radio Ad
- Annual Sky Scraper On Eworkstyle.Com
- Annual Full Page Eworkstyle Magazine Ad
- Eworkstyle TV Show on topic of choice
- Eworkstyle Radio Show on your org
- Eworkstyle Radio Show on topic of choice
- Eworkstyle.Com article on your org.
- 4 Eworkstyle Magazine stories of choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

EWORKSTYLE Benefactor \$16,660

- Annual Eworkstyle Internet Radio Ad
- Annual Sky Scraper On Eworkstyle.Com
- Annual Full Page Eworkstyle Magazine Ad
- Eworkstyle Radio Show on topic of choice
- Eworkstyle.Com article on your org.
- Eworkstyle Magazine article on your org.
- 3 Eworkstyle Magazine stories of choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

EWORKSTYLE Sponsor \$11,760

- Annual Sky Scraper On Eworkstyle.Com
- Annual Full Page Eworkstyle Magazine Ad
- Eworkstyle.Com article on your org.
- Eworkstyle Magazine article on your org.
- 2 Eworkstyle Magazine stories of choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

EWORKSTYLE TV \$17,860

- Annual Eworkstyle Internet TV Ad
- Eworkstyle TV Show on topic of choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

EWORKSTYLE Internet Radio \$6,135

- Annual Eworkstyle Internet Radio Ad
- Eworkstyle Radio Show on topic of choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

EWORKSTYLE.com \$4,775

- Annual Sky Scraper On Eworkstyle.Com
- Eworkstyle.Com article of your choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

EWORKSTYLE Magazine \$7,600

- Annual Full Page Eworkstyle Magazine Ad
- 1 Eworkstyle Magazine Story of choice
- Recognition Title on sponsor pages
- Prominent display of your linked logo
- Monthly News Alerts
- Discounts on conferences
- Complimentary magazines

Call Paula for more information
617-290-5830 or Paula@eworkstyle.com



Internet Institute for Training in

EWORKSTYLETM

LEARN WORLD-CLASS SKILLS

Mail: PO Box 285, Boston, MA 02117

Tel: 617-290-5830 . Fax: 617-266-1972 . Web: eworkstyle.com

Past Training Conferences & Symposiums:

2/2003, Bridging Information, Strategies & Collaboration, RCC, JPNDC, IBA, & Springfield College, Boston

2/2002, Intelligent Community, Roxbury Community College, Massachusetts Institute of Technology

4/2001, Race in Digital Space, Massachusetts Institute of Technology / University of Southern California

12/2000, New England's Changing Non-Profit Sector: The Interest of Higher Ed New England Board of Higher Education

10/2000, Education Computing, Massachusetts Teachers Association

6/1999, Tech Ed 99, National Science Foundation

12/98, Kwanzaa, Kujichagalia, Self-Determination Urban League, Eastern MA

4/97, Telecommunications & The Future of Democracy, Tufts University

1/94, Black Women in the Academy Defending Our Name, 1984-1994, Massachusetts Institute of Technology

1/93, Martin Luther King Jr. Conference, Youth Empowerment Massachusetts Institute of Technology

1/92, What Messages Help Youth Realize Their Dreams? Media, Music, Models & Microchips, Massachusetts Institute of Technology

ADVERTISER INFORMATION FORM

Thank you for your generous tax-deductible advertising contribution. Please complete the following information and the specifics for your advertising request. Completed forms return to Paula Robinson at the above address or e-mail: paula@eworkstyle.com

I/we wish to help provide open access training in *World-Class Skills*.

Name: _____

Title: _____

Company Name _____

(As it should appear in the EWORKSTYLE magazine & website)

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

Website: _____

Please check one:

| | | | | | | |
|--------------------------------------|-------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|--------------------------------|-----------------------------|
| <input type="checkbox"/> Underwriter | <input type="checkbox"/> Benefactor | <input type="checkbox"/> Sponsor | <input type="checkbox"/> Magazine | <input type="checkbox"/> Internet | <input type="checkbox"/> Radio | <input type="checkbox"/> TV |
|--------------------------------------|-------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|--------------------------------|-----------------------------|

Please State Ad Size: _____

Number of quarters placed: _____

Amount Enclosed: \$ _____

| | | | |
|--|-------------------------------|-----------------------------|----------------------------------|
| <input type="checkbox"/> Your tax deductible donation by check | <input type="checkbox"/> Visa | <input type="checkbox"/> MC | <input type="checkbox"/> Renewal |
|--|-------------------------------|-----------------------------|----------------------------------|

Card No: _____

Expiration Date: _____

CSV: _____

Please return this form with your payment, artwork, text and organizational bio.

Make checks payable to Internet Institute for Training in Eworkstyle, Inc.

For more information please call Paula Robinson at (617) 290-5830, e-mail paula@eworkstyle.com or visit us on the web at www.eworkstyle.com.