

## FRONT PAGE

The screenshot shows the front page of 'What's Hot' with the following advertising spots:

- WA:** Located at the top right of the page.
- WB:** A large purple rectangular area on the right side of the page.
- WE:** A purple rectangular area on the left side of the page, below the fishing tips article.
- WC:** A purple rectangular area on the right side of the page, below the WB area.
- WD:** A large blue rectangular area on the right side of the page, below the WC area.
- PE:** A purple rectangular area on the right side of the page, below the WD area.

The page content includes articles such as 'The Deckers dining experience', 'Fishing tips when on the water in Cayman', and 'Guy Harvey's Conservation Centre The Lionfish'. A 'More of the latest What's Hot stories' section is also visible at the bottom left.

- WA** Front and inside pages  
1 of 2 rotations  
\$75 per month (flat rate)  
Size: 383px x 90px
- WB** Prime position, front and inside pages  
2 rotations  
\$50 per month (flat rate)  
Size: 300px x 250px
- P** CUSTOM PROMO ADVERTISING  
Pricing available upon request  
Size: 300px x 155px
- WC** Front and inside pages  
2 rotations  
\$25 per month (flat rate)  
Size: 146px x 191px
- WD** Front and inside pages  
2 rotations  
\$25 per month (flat rate)  
Size: 300px x 90px
- WE** Front page only  
2 rotations  
\$50 per month (flat rate)  
Size: 660px x 90px

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## INSIDE PAGES INCLUDED IN RATE

The screenshot displays the 'What's Hot' website interface. At the top, there is a search bar and navigation links for 'Current Edition', 'Articles by Topic', 'Archive', 'Video & Webcam', 'E-Version', 'Contact', 'Advertising', and 'About Us'. The main content area features a 'HEALTH & WELLNESS' section with the article 'A weekend away without going away' by Alan Mackell, dated Nov 1, 2009. The article includes a photo of a resort building and text describing a weekend staycation in the Cayman Islands. To the left of the article is a 'TOP STORIES' sidebar with a list of headlines. Below the article is a 'RELATED CONTENT ADVERTISING' sidebar. On the right side of the page, there are several large colored rectangular areas labeled 'WA', 'WB', 'P', 'WC', and 'WD', representing different advertising zones. At the bottom of the page, there is a 'Share your Comment' section and a footer with site information and contact details.

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