

ADVERTISING STANDARDS

CRESCENDO*h*.com offers two banner advertising options:

Sidebar Banner Advertising

Advertisements will display on the right side of all pages throughout the site. This option is great for companies looking to build brand awareness, increase overall site traffic or for general promotional messaging.

- Advertisement Specifications: 140 x 140 square (72 pixel resolution)
- Display Period: One month (beginning on the 1st of the month)
- Cost: \$180 per advertisement

In-Content Banner Advertising

Advertisements will display alongside the content provided by our Guest Curators. This option is ideal for timely messages, such as sale announcements, product launches or giveaways.

- Advertisement Specifications: 140 x 140 square or 200 x 70 rectangle (72 pixel resolution) with up to 15 words of text
- Display Period: One week (running Monday through Sunday)
- Cost: \$90 per advertisement

In order to provide a positive experience for all users, CRESCENDO*h*.com has established content guidelines for our advertisements. We do not accept advertising that we know either contains false or misleading claims or promotes ineffective or dangerous products. We also do not accept advertising for alcohol, tobacco, firearms, or pornography. Additional information about our advertising content guidelines is listed below.

A. Violence/Profanity

- o Advertisements and sites must not contain pictures or text exposing cruelty, physical or emotional acts against any person or animal which are primarily intended to hurt or inflict pain.
- o Advertisements must not contain obscene words, phrases or profanity.

B. Adult Material

- o Advertisements and sites must not contain pictures or text exposing anyone or anything involved in explicit sexual acts and or lewd and lascivious behavior.
- o We will not accept advertisements promoting phone sex, dating services, adult personals, CD-ROMs, or videos.

C. Gross Depictions

- o Advertisements and sites must not contain pictures or descriptive text of anyone or any thing which are crudely vulgar or grossly deficient in civility or behavior.

D. Intolerance

- o Advertisements and sites must not contain pictures or text advocating prejudice or discrimination against any race, color, national origin, religion, disability or handicap, gender, or sexual orientation.

- Advertisements and sites not contain any intolerant jokes or slurs.
- E. Drugs/Drug Culture
 - Advertisements and sites must not advocate the illegal use of drugs.

CRESCENDO*h* LLC reserves the right to refuse the use of any advertisement, based on either the content of the advertisement or the nature of the site to which the advertisement is linked.