

2016 WEBSITE RATES & SPECS

Effective December 2015

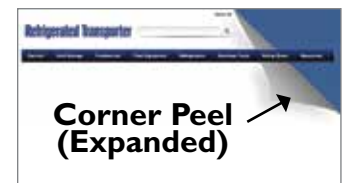
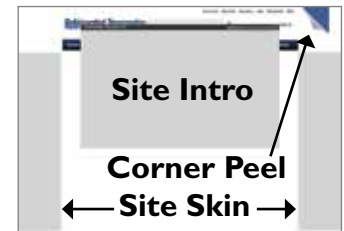
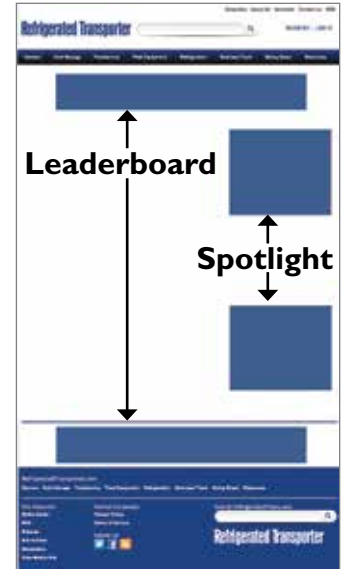
RUN-OF-SITE	DIMENSIONS	RATE*	LOCATION
Top Leaderboard	728 x 90	\$1,400	Displayed in Header on every page
Spotlight	300 x 250	\$1050	Displayed in Right Rail on every page
Button	180 x 150	\$910	Center Rail on home page. Within article on article pages.
Bottom Leaderboard	728 x 90	\$900	Displayed in Footer on every page

CUSTOM UNITS	DIMENSIONS	RATE*	LOCATION
Site Intro (4 size options)	640 x 480, 510 x 425, 336 x 280 or 300 x 250	\$820 net per week	Displays over website content. Served to each unique visitor once per day on first page of first daily visit.
Corner Peel	Initial image: 100 x 100 Expands to: 400 x 350	\$2,550	Appears on opening home page. Your logo and/or message will illustrate in a peel-back motion on mouseover or click.
Site Skin	Two 160 x 720	See Rep	Two tower ads displayed along far left and right sides of website.

* Flat rate net per month or as indicated.

SPECIFICATIONS

Standard image	JPEG, GIF, Animated GIF, PNG; Maximum file size: 50k for all banner sizes Maximum loops: 3; Maximum frames for animated GIFS: 4 frames; (Include instructions for referring URL and alt text)
Flash (Version 10 or lower)	Maximum file size: 50K for all banner sizes; Maximum number of loops: 3 ActionScript 2.0 clicktag required; Back-up image required in JPG, GIF or PNG no larger than 36k; Clickthrough URL required. Please do not hardcode your URL into the ad.
Third Party Ad Tags	Internal redirects, redirects, Java, iFrame and standard ad calls are accepted. Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex. All others should be run by your ad trafficker for testing and verification. Anti-caching documentation is required.
Rich Media	Initial download for rich media not to exceed 40K; maximum additional file weight polite download max is 100K.
Corner Peel	Top right corner of site, expands down and to the left. Max file size 25k. 3rd Party ad tags can be submitted as base file and sent to our 3rd party vendor for rich media; additional costs will be incurred. (At least 10 business days in advance for testing and revisions as required.) Automatic play or pre-expand are not allowed. Must have visible close button. Must include target=blank command that will launch a new browser: User-initiated expand/contract (can be mouseover initiated). (Also refer to IAB's Rich Media Creative Guidelines for expanding ad unit general specs.)
Site Intro	Maximum initial load file size: 80kb. Additional file weight (polite download): 160kb. <u>Flash Specifics:</u> 18fps; audio is user-initiated on click; maximum animation length is 10 seconds if no user interaction. Control="Close X" in 16pt font. Location=Fixed placement at the location of first completely open frame. Labeling="Advertisement" in 16pt font.



Contact information

Send all advertising contracts, insertion orders, materials, and correspondence to:

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Materials & Cancellation Policy

Materials due two business days prior to posting. Banners & sponsorships require a 2-week written cancellation notice.