

## Online Rates & General Information

### Banners

#### BANNER AND BOOM BOX AD UNITS

“BANNER” (728x90) • Max file size 40K • **\$108 CPM net**  
“BOOM BOX” (300x250) • Max file size 40K • **\$108 CPM net**

#### EXCLUSIVE PRESTITIAL (SITE INTRO)

Your choice of size in pixels: 640x480 or 510x425. Max Initial Load File Size: 80 KB; Add'l File Weight (Polite Download): 160 KB; Flash Specifics: 18 fps; Audio Initiation: User initiated on click; Max Animated Length: 10 seconds max if no user interaction; Controls: Control = “Close X”; Font = 16 pt; Location = Fixed placement at the location of first completely open frame; Labeling: Label = “Advertisement”; Font = 16 pt. • **\$2,455 net per week, exclusive.**

#### SITE SKIN

Total image size of 1270w x 720h, with live areas measuring 160w x 720h on each side, white or transparent midsection measuring 950w x 720h. 60k max file size. jpg, gif, or png. URL must be provided with creative and this cannot be served via third party tags. • **\$251 CPM net**

#### FLOOR UNIT

Ad unit appears at bottom of screen and remains as readers scrolls down the page. Collapsed 970x40, OnClick 970x410 Expandable SWF and FLA 970x410 Initial Load: 100KB, User-Initiated: 10MB (combined with video) • **\$2,744 net per week, exclusive.**

#### BANNER SPECIFICATIONS

(See additional specs for interstitial and interstitial formats above)  
Formats Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander. Will accept for test: Enliven, Bluestreak, DHTML, Audio, Real, Shoshkeles. Non-accepted formats for banners: Java, Java Applet, Video. 3rd Party Ad Serving: Will accept most 3rd-party tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation. Frames and Looping for animated GIFS: Maximum frames - 4 looping; 3 times. Materials due: Two business days prior to posting. Include with instructions: Referring URL and alt text.

### Video

#### IN-ARTICLE VIDEO

15 - 30 second video embedded in articles run of site on FleetOwner.com • **\$219 CPM net, per video**

#### VIDEO PRODUCT GUIDE

60-90 second video with FleetOwner.com's searchable video embedded in our online buyer's guide • **\$1,469 per month net, per video**

#### VIDEO SPECIFICATIONS

Video format:	All (FLV, MP4, MOV, VAST, VPAID, YouTube)
Resolution:	Max 1920 x 1080; Min 640 x 360
Max File Size:	20MB
Length:	15 – 30 seconds
Aspect ratio:	16:9 (4:3 not supported)
Codec:	Any video codecs except ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
Sound Setting:	On

### Submissions

Delivery: Creative needs to be submitted to Penton's ad portal, penton.sendmyad.com

Deadline: 15 days before start of campaign

Approval: Creative must be approved by Publisher before implementation