

2012 DIGITAL ADVERTISING RATES

EMAIL	RATE	INFO
Custom eBlast	\$3,600	Your exclusive message. Price is per email.
Editorial eNewsletter Display Ad	\$1,470	728 x 90 Leaderboard or 300 x 250 Medium Rectangle. Price is per email.
Editorial eNewsletter Travel Special	\$840	Includes image and description. Price is per special, per email.
Editorial eNewsletter Sweepstakes/Contest Promotion	\$840	Includes image and description. Price is per promotion, per email.
DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard	\$55 CPM	Run of Site
300 x 250 Medium Rectangle (Top)	\$55 CPM	Run of Site
300 x 250 Medium Rectangle (Bottom)	\$40 CPM	Run of Site
Homepage Brand Blocking	\$4,200	Includes exclusive sponsorship of 3 homepage ad units for one month — one 728 x 90 Leaderboard and two 300 x 250 Medium Rectangles.
SWEEPSTAKES / CONTESTS	RATE	INFO
Sweepstakes/Contest with Promotion	\$5,355	Includes promotion: 1X Custom eBlast sent to brand database; 1X Editorial eNewsletter promotion; 45,000 (below the fold) ROS impressions; Database of opt-in leads
Sweepstakes/Contest	\$1,000	Includes hosting and fulfillment. Sponsor provides prize.
PROFILE/SPECIAL	RATE	INFO
eBrochure Profile	\$100	Price is per month. Includes 1 photo, 100 words of text, contact info, weblink.
eBrochure Photo Gallery Addition	\$150	Price is per month. Includes a 25 image gallery added to your eBrochure Profile. (3-month minimum)
eBrochure Video Addition	\$200	Price is per month. Includes a 3 - 5 min video added to your eBrochure Profile. (3-month minimum)
Travel Special	\$100	Per special, per month.
ONLINE PLANNING TOOLS	RATE	INFO
Destination & Resort Finder	\$1,500	Includes 10-image photo gallery, 150-word description, two travel specials, request for quote form and a link to your website.



290,638
Monthly Page Views

41,258
Monthly Unique Visitors

42,000
Opt-In eNewsletter Subscribers

36,000
Custom eBlast Subscribers

13,390
Facebook + Twitter Followers

Sources: Omniture Site Catalyst
Monthly Average 08/2010 – 08/2011; Silverpop, August 2011;
DW&H Facebook + Twitter pages 08/2011

STANDARD GUIDELINES: These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- Doubleclick is used to serve all Bonnier corp Advertisements
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 30k

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact the Ad Ops team. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click-throughs.

APPROVED THIRD PARTY AD TAGS

Atlas
Bluestreak
DoubleClick
Interpolls
Mediaplex

APPROVED THIRD PARTY RICH MEDIA

Eyeblaster
EyeReturn
Eyewonder
Pointroll
Unicast

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

EXPANDING ADS

Most Common Sizes:	Expanded Dimension:
728x90	728x225
300x250	400x350, 300x600, 600x250

MOUSE OVER/MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse

FLASH AD UNITS

- Flash files served via DoubleClick must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

Flash MX/All Versions

A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
4. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

Button Code: on (release) {getURL (_level0.clickTag, "_blank");}

The extra parameter for the getURL function determines the target window for the redirected content. "_blank" will generate a new browser window.

CONTACT:

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AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728x90 Pixels	72 dpi, 30 kb max	gif, jpg, swf
Medium Rectangle	300x250 Pixels	72 dpi, 30 kb max	gif, jpg, swf
eNews Leaderboard	728x90 Pixels	72 dpi, 30 kb max	gif, jpg
eNews Med Rectangle	300x250 Pixels	72 dpi, 30 kb max	gif, jpg
Custom eBlast	600 Pixels Wide	72 dpi, 30 kb max	html
Video Hosting	608x300 pixels	40 mb max	flv, avi, mov
Logo Sponsorship	150x40 Pixels	30 kb max	gif, jpg
Travel Special	n/a	72 dpi, 30 kb max	gif, jpg

