

2012 ONLINE RATES + SPECS

ONLINE RATES (NET)

DISPLAY	
1 Week Site Skin + Roadblock	\$2,000
1 Week Site Roadblock	\$1,500
Leaderboard 728X90	\$35 CPM
Medium Rectangle 300X250 (top)	\$35 CPM
Medium Rectangle 300X250 (bottom)	\$25 CPM
EDITORIAL ENEWSLETTER	
Leaderboard 728x90	\$35 CPM
Medium Rectangle 300x250	\$35 CPM
Travel Special	\$20 CPM
CUSTOM EBLAST	
	\$75 CPM
CONTEST	
3-Months, Includes Custom Contest Page; Database of Opt-In Leads	\$8,500
TRAVEL DEAL	
Includes Photo, 150 Words of Text, 3 Travel Specials and Link to Website	\$500 (1 month)
D.PUB	
Full Screen	\$1,500

CONTACTS

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ONLINE AD SPECIFICATIONS

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
eNewsletter Leaderboard	728x90 pixels	72 dpi 30 kb max	gif, jpg
eNewsletter Medium Rectangle	300x250 pixels	72 dpi 30 kb max	gif, jpg
Custom eBlast	600 pixels wide	72 dpi 30 kb max	html
Digital Publication Full Screen	1024x768 pixels	72 dpi 30 kb max	gif, jpg, swf
Video Hosting	608x300 pixels	40 mb max	flv, avi, mov
Logo Sponsorship	150x40 pixels	30 kb max	gif, jpg

STANDARD GUIDELINES

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

- DoubleClick is used to serve all Bonnier Corp advertisements

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 shouldn't exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 second

THIRD PARTY VENDORS

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.

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

HOW TO CODE FLASH FILES WITH CORRECT ACTION SCRIPT

- Create an invisible button over the area that you want 'active/clickable' to users
- On the invisible button, put the following action on (release) {getUrl(_level0.clickTag, "_blank");}

PRODUCTION CHARGES (\$120/hour net)

- Banners (2 hour min)
- Custom eBlast (3 hour min)
- Includes one round of changes
- Client to provide all materials in a timely manner

APPROVED THIRD PARTY VENDORS:

Ad4Ever	CheckM8	Linkstorm
Ad Centric	ClipStream	Mediaplex*
Adform	DoubleClick*	Mediatronic
Adify	Dynamic	Poindexter
Adinterax	Logic*	Pointroll*
Adition	Enliven	TangoZebra
AdLegend	Eyeblaster	Unicast
Adrime	EyeReturn	United
Adtech	EyeWonder	Virtualities
Advert	Google*	Valueclick
Atlas*	Interpolis	Vendaria
Bluestreak*	Kaon	Viewpoint
BridgeTrack	Klipmart	Zedo

For online advertising specifications, contact:

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