

# BONNIER MOUNTAIN GROUP'S DIGITAL NETWORK



## 2010 - 11 NATIONAL ADVERTISING RATES

<b>DISPLAY ADS*</b> 728x90 160x600 300x250  <b>HOMEPAGE ROAD BLOCK</b> <b>PRE-ROLL VIDEO</b>	<b>OPEN RATES (NET)</b> \$33.17/cpm \$41.20/cpm \$46.35/cpm  \$85/cpm \$100/cpm	Rates based on RON, without targeting  Sold on a weekly basis.
<b>EMAIL Newsletter</b>  <b>Travel Special Advertorial</b>  <b>E-blast</b>  <b>Winter Lab Video Blast</b>	\$85  \$20/cpm  \$150/cpm  \$15/cpm \$3,000 net per square	Includes 728x90 and 300x250 positions  Distributed to e-newsletter list and placed on site(s)  Minimum 25,000 sends or \$5k media spend required  Distributed to gear newsletter list (200,000)
<b>CUSTOM OPPORTUNITIES</b>  <b>Accelerated Brand Channel</b>  <b>Branded Entertainment</b>  <b>Contests</b>	Starting at \$10,000  Project Based  Project Based	Flash execution placed within advertiser's brand editorial content.  Custom production/editing available.  Weekly/monthly opportunities available with social integration.

## SALES CONTACTS

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# BONNIER CORP ADVERTISEMENT SPECIFICATIONS

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## STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net))

- 24/7 Real Media is used to serve all Bonnier Corp advertisements
- There is a 48 hour turn around time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ad 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, however 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 to 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 Ad Unit Sizes	Expanded Dimension (Direction)
• 728x90	• 728x270 (down)
• 300x250	• 550x250 (left)
• 160x600	• 480x600 (right)

## MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or by clicking on an 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 over

## FLASH AD UNITS

- Flash files served via 24/7 Real Media 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 the correct action script:

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

## NEWSLETTER AD UNITS

- 300x250 GIF/JPEG, not to exceed 30k
- 728x90 GIF/JPEG, not to exceed 30k
- Product of the Week: 100x100 GIF/JPEG, 50 words text (max), link URLs
- Sponsored email blasts:
  1. Max 700px wide, 800px tall; 30k GIF/JPEG or HTML
  2. Subject Line copy: 60 characters max
  3. Include Text Version

## ADVERTORIAL

- Image(s): will be cropped to 300x300 and receive "Sponsored Content" demarcation.
- Copy: Title of offer, 10 word summary of offer/product, lengthier description of offer, and link URLs.