



SKINET.COM

GEAR TRAVEL ACTION

2009/10 NATIONAL ADVERTISING RATES

PRODUCT	RATE (Open Net)	NOTES
DISPLAY OPEN RATES 728x90 160x600 300x250	\$28.84/cpm \$41.20/cpm \$46.35/cpm	Geo-targeting and sectional targeting: Rate card + 10% depending on targeting and availability.
SNOWMAIL E-NEWSLETTER Tier 1: Top-right 300x250 position Tier 2: 300x100 adjacent to articles	\$9,000 \$5,000	Rates based on 200,000 subscribers.
SPONSORED EMAIL BLAST	\$250/cpm	
ADVERTORIAL SLIDESHOW OR VIDEO	\$6,500/Placement	Client supplies up to 20 images (800x600 at 72dpi) or video (800x600) and captions. Placed on SkiNet.com homepage for one (1) week, then moves to appropriate index page for one (1) week, then to site archive. Will also be featured in one (1) e-newsletter.
DUMP OF THE WEEK	\$25,000/Month	Client will be the exclusive presenting sponsor of SkiNet's "Dump of the Week" feature for four (4) weeks, which highlights recent snowstorms from around North America in a slideshow format. SkiNet will create a custom logo to be featured on the SkiNet homepage as a "featured story" and prominently in SnowMail. Every slide's caption will include a text link: "To learn more information about Client/Product..." 2,000,000 impressions/month. Impressions listed are estimated minimums for "Client Presents" logo and "Dump of the Week" slideshow.
FEATURED BRANDED VOD CHANNEL	\$5,000/Month	Create a branded VOD channel within the SkiNet syndication network (http://tv.skinet.com) and upload existing video content. Channel will be highlighted on SkiNet.com homepage for two (2) weeks and in one (1) e-newsletter.
PRE-ROLL ADS	\$100/cpm net	Ads :15 seconds long; delivered as SWF per ad specs.

SALES CONTACTS

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BONNIER CORP ADVERTISEMENT SPECIFICATIONS

STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (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
- 300x250
- 160x600
- 728x270 (down)
- 550x250 (left)
- 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

- Tier 1 position is a 300x250 GIF/JPEG, not to exceed 30k
- Tier 2 position is a 347x185 GIF/JPEG, not to exceed 30k
- Sponsored email blasts must fit within the template provided, may not exceed 30k and subject line should not exceed 60 characters