



2010 NATIONAL ADVERTISING RATES

DISPLAY ADS* 728x90 160x600 300x250 HOMEPAGE ROAD BLOCK PRE-ROLL VIDEO	OPEN RATES (NET) \$33.17/cpm \$41.20/cpm \$46.35/cpm \$85/cpm \$100/cpm	*Add 5-10% for targeting based on specific site, sections, keywords or geographical locations. Sold on a weekly basis.
EMAIL Newsletter E-blast	\$60 (single ad) \$85 (both ads) \$150/cpm	
CUSTOM OPPORTUNITIES Advertorial Accelerated Brand Channel Branded Entertainment Contests	Starting at \$3,500 Starting at \$10,000 Project Based Project Based	Editorial Integration; may include text, photo, video, etc. Flash execution placed within advertiser's brand editorial content. Custom production/editing available. Weekly/monthly opportunities available with social integration.

SALES CONTACTS

DIGITAL SALES

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ATLANTA

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 P) 404.256.3800
 F) 404.255.7942

BOSTON

c/o Beach Media Group
 4 Acorn Street.
 Boston, MA 02108
 P) 917.208.8825
 F) 617.557.4554

LOS ANGELES

100 N. Sepulveda Boulevard
 Suite 1800
 El Segundo, CA 90245
 P) 310.227.8957
 F) 310.414.1531

NEW YORK

2 Park Avenue
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 F) 212.779.5469

SAN FRANCISCO

415 Jackson Street
 San Francisco, CA 94111
 P) 415.599.5330
 F) 415.632.1640

CHICAGO

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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	• 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.