

## 2018 WEBSITE RATES & SPECS

RUN-OF-SITE	DIMENSIONS	RATE*	LOCATION
Leaderboard	728 x 90 & 320 x 50 (mobile)	\$65 cpm	Displays top of each page
Interscroller	728 x 90 & 320 x 50 (mobile)	\$1020	Displayed within each article, reappearing during infinite scroll
Spotlight Left Two available	300 x 250	\$1125	Appears left column
Spotlight Right Flex Two available	300 x 250 or 300 x 600	\$1125	Appears right column

CUSTOM UNITS	DIMENSIONS	RATE	LOCATION
Site Intro/ Welcome Ad	640 x 480 & 30 x 460 (mobile)	\$850 net per week	Displays over website content. Served to each unique visitor once per day on first page of first daily visit.
Floor Unit	Collapsed: 1200 x 90 Expanded unit: 1200 x 410	See Rep	Appears at bottom of screen and remains as readers scroll down the page. Expands up from center at extended hover or user initiated click.
Site Skin	Two 160 x 720 pillars & 1200 x 1100 center	See Rep	Website Content centered within creative.
Jumbotron	Initial unit: 300x600 Expanded unit: 970x700, Mobile unit: 320 x 50 (not expandable)	\$850 net per week  * Flat rate net per month.	Half-Page page ad unit expands to page width.

### SPECIFICATIONS

Standard image	JPEG, GIF, Animated GIF, PNG; Maximum file size: 200k for all banner sizes Maximum loops: 3; Maximum frames for animated GIFS: 4 frames; (Include instructions for referring URL and alt text)
Third Party Ad Tags	Internal redirects, redirects, Java, iFrame and standard ad calls are accepted. Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex. See Rep for other acceptable vendors. Anti-caching documentation is required.
Rich Media	HTML5; Initial download for rich media not to exceed 200K; maximum additional file weight polite download max is 300K. (Flash not accepted)

## 2018 E-NEWSLETTER RATES & SPECS

AD UNIT	DIMENSIONS	RATE*	LOCATION
Full Banner with Text & URL	468 x 60	\$1080	Displayed throughout the main body of the newsletter
Tower	160 x 600	\$1080	Displayed in Right Rail of newsletter

### SPECIFICATIONS

Full Banner	GIF, JPEG (Rich media is not accepted) File max size is 200k Include 50 words of text and e-mail/URL link.
Tower	GIF, JPEG (Rich media is not accepted) File max size is 200k
Frames & Looping	Outlook 2007 will not render animated GIFs. If sending an animated GIF, please make sure the first frame can stand alone.

\* Flat rate net per month.

#### Contact information

Send all advertising contracts, insertion orders, materials, and correspondence to:  
Martine Ewing,  
martine.ewing@penton.com  
Ph: 800-880-0368 • Fax: 713-523-8384  
martine.ewing@penton.com

#### Materials & Cancellation Policy

Materials due 10 business days prior to posting. Banners & sponsorships require a 2-week written cancellation notice.