

2009 Online Advertising Opportunities

Positions

Leaderboard (728x90)

Attention-grabbing top banner position integrated into site's horizontal navigation bar. Sold on 50% Share of Voice basis.

File size limit: 35k

\$35 CPM

Boom Box (300x250)

Displayed prominently in right navigational column.

File size limit: 25k

\$40 CPM

Navigation Bar Banner (125x125)

Displayed prominently in left navigational column.

File size limit: 15k

\$25 CPM

One Stops

Exclusive sponsorship of reromag.com content

728 X 90, 300 X 250 and 125 X 125

File size limit: 35k

Price: \$1500 per month (3 month minimum)

Marketplace Ad

Logo and 10 words of text linking to custom built page on reromag.com

Price: \$525 per month

Ad Specifications

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblander, PointRoll

Will accept for testing: Enliven, Bluestreak, DHTML, Audio, Real, and Shoshkele.

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation

Dimensions and File Sizes: 728x90: 35kb; 300X250: 25kb; 125x125: 15K

Frames and Looping: Maximum Frames: 4; Looping: 3 times

Due Dates: Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.



Sales Contacts

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