

## 2012 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

### James Carahalios—Western & North Central U.S.

(AK, AZ, CA, CO, HI, IA, ID, IL, KS, MN, MT, ND, NE, NM, NV, OK, OR, SD, UT, WA, WI, WY) Canada (AB, BC, MB, SK)  
(303) 697-1701, FAX (303) 697-1703, james.carahalios@penton.com

### David Sevin—Eastern & South Central U.S.

(AL, AR, CT, DC, DE, FL, GA, IN, LA, KY, MA, MD, ME, MI, MO, MS, NC, NH, NJ, NY, OH, PA, RI, SC, TN, TX, VA, VT, WV), Canada (NB, NL, NS, ON, QC), Europe (401) 246-1903, FAX (913) 514-7454, dsevin@reromag.com