

2012 Online Rates + Specs

ONLINE RATES

DISPLAY

Roadblock (1 Week Min)	\$35 CPM
Leaderboard 728X90	\$20 CPM
Medium Rectangle 300X250 (top)	\$25 CPM
Medium Rectangle 300X250 (bottom)	\$22.50 CPM

EDITORIAL NEWSLETTER

Leaderboard 728x90	\$750 1X
Medium Rectangle 300x250	\$750 1X

CUSTOM ADVERTISER EMAIL

CUSTOM BRAND CHANNEL 1 Year	\$15,000
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OUT OF PAGE INTERSTITIAL	\$100 CPM
VIDEO HOSTING (1 year)	\$1200

D. PUB AD SPECS

Full Page Dimensions: 1024x768 pixels

Resolution: 132 dpi

File Format: Jpg

ONLINE AD SPECIFICATIONS

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728x90 pixels	72 dpi 30 kb max	gif, jpg, swf
Medium Rectangle	300x250 pixels	72 dpi 30 kb max	gif, jpg, swf
eNewsletter Leaderboard	728x90 pixels	72 dpi 30 kb max	gif, jpg
eNewsletter Medium Rectangle	300x250 pixels	72 dpi 30 kb max	gif, jpg
Custom Email	600 pixels wide	72 dpi 30 kb max	html
Digital Publication Full Screen	1024x768 pixels	72 dpi 30 kb max	gif, jpg, swf
Video Hosting	608x300 pixels	40 mb max	flv, avi, mov
Logo Sponsorship	150x40 pixels	30 kb max	gif, jpg

STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

DoubleClick is used to serve all Bonnier Corp advertisements

THIRD PARTY SPECIFICATIONS

Third Party tags should be served via JavaScript Ad calls, not iframes

Audio needs 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 shouldn't exceed 80k

Frame rate per second should not exceed 18fps

Animation length should not exceed 15 second

THIRD PARTY VENDORS

Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click throughs.

FLASH AD UNITS

Flash files served via DoubleClick 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 CORRECT ACTION SCRIPT

Create an invisible button over the area that you want 'active/clickable' to users

On the invisible button, put the following action on (release) {getURL(_level0.clickTag, "_blank");}

PRODUCTION CHARGES (\$120/hour net)

Banners (2 hour min)
 Custom Email (3 hour min)
 Includes one round of changes
 Client to provide all materials in a timely manner.

CONTACT INFORMATION

Contact Kelly MacDonald for questions regarding online advertising specifications.

MOTORBOATING

Kelly MacDonald

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www.motorboatingmag.com

59,600+
Monthly Page Views

15,000+
Monthly Unique Visitors

40,000
Opt-In eNewsletter Subscribers

74,000
Custom eNewsletter Subscribers