

## Online Advertising

( Home Page )

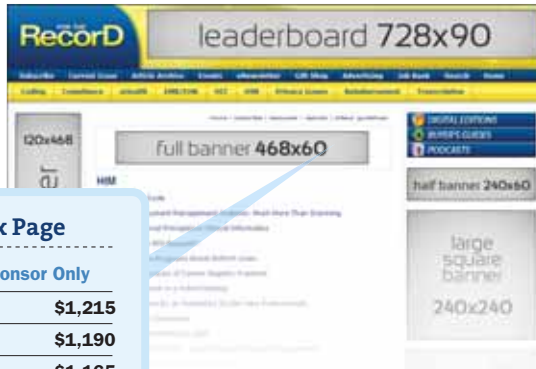


( All banner rates based on a 30-day posting. )

SIZE	1X	3X	6X	9X	12X
Leaderboard	\$2,455	\$2,405	\$2,355	\$2,300	\$2,230
Large Square Banner	\$2,100	\$2,055	\$2,015	\$1,975	\$1,910
Skyscraper	\$1,740	\$1,705	\$1,670	\$1,635	\$1,580
Vertical Banner	\$1,475	\$1,445	\$1,415	\$1,385	\$1,340
Square Button	\$1,010	\$990	\$970	\$950	\$920
Full Banner - Top Position	\$1,680	\$1,645	\$1,610	\$1,580	\$1,525
Half Banner - Top Position	\$1,080	\$1,060	\$1,035	\$1,015	\$980
Horizontal Button - Middle Position	\$1,385	\$1,355	\$1,330	\$1,300	\$1,260
Full Banner - Middle Position	\$1,230	\$1,205	\$1,180	\$1,155	\$1,120
Half Banner - Middle Position	\$765	\$750	\$735	\$720	\$695
Horizontal Button - Bottom Position	\$925	\$905	\$885	\$870	\$840
Full Banner - Bottom Position	\$890	\$870	\$855	\$835	\$810
Half Banner - Bottom Position	\$540	\$530	\$520	\$510	\$490

## Online Advertising

( Index Page )

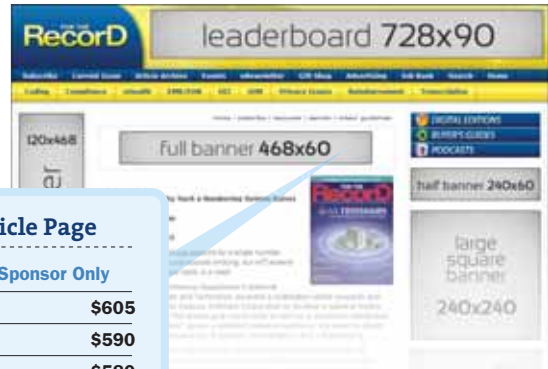


### Index Page

#### Top Sponsor Only

1x	<b>\$1,215</b>
3x	<b>\$1,190</b>
6x	<b>\$1,165</b>
9x	<b>\$1,140</b>
12x	<b>\$1,110</b>

( Article Page )



### Article Page

#### Top Sponsor Only

1x	<b>\$605</b>
3x	<b>\$590</b>
6x	<b>\$580</b>
9x	<b>\$570</b>
12x	<b>\$545</b>

### Digital Advertising Packages

#### A BANNER, A BUTTON & A BLAST (Premium Package)

- Run-of-site skyscraper banner on magazine's website
- Full banner, middle sponsor in our e-newsletter
- HTML e-mail blast to 20K professionals guaranteed

Package Price: **\$6,730**

#### A BANNER, A BUTTON & A BLAST (Standard Package)

- Run-of-site square button on magazine's website
- Half banner within content in our e-newsletter
- HTML e-mail blast to 20K professionals guaranteed

Package Price: **\$5,895**

#### ARTICLE PAGE PACKAGE

- 4 different article sponsorships in one month

Package Price: **\$1,815**

#### CONTENT/ARTICLE PACKAGE

- Content page sponsorship plus 5 article sponsorships for one month

Package Price: **\$3,030**

#### ONLINE ADVERTORIAL PACKAGE

Content control of a subsection of our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company website. Company also provides title of navigation link on our home page.

Package Price: **\$2,995**

#### INTERSTITIAL AD

- Your ad appears over our homepage
- One appearance per day for each unique visitor

Monthly Price: **\$5,495**

#### INTRO PAGE AD ON DIGITAL EDITIONS

- Place your message and branding opposite the cover of our digital companion
- Interactive click-through to the website or page or your choice

Monthly Price: **\$2,995**



#### WEB CANCELLATION POLICY

Cancellations of any type of digital media platform (online units, website advertising, e-newsletters, e-blasts, webinars, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days prior to the live or deployment date.



## Digital Media Specifications

### WEBSITE BANNERS

Accepted formats: .jpg, .gif, .png, Flash .swf (requires clickTAG), third-party ad tags.

(Note: Files without extensions will not be accepted.)

Max file size: 100 KB

### E-NEWSLETTER BANNERS

Accepted formats: .jpg, .gif (animated gifs may not display correctly for all recipients).

(Note: Flash, custom scripts, and files without extensions will not be accepted.)

Max file size: 40 KB

### E-MAIL MARKETING SPECIFICATIONS

- HTML documents ONLY.
- Images in .jpg, .gif formats. (Animated gifs may not display correctly for all recipients).
- Text sent in a Microsoft Word document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 500 to 700 pixels wide.
- No "Image-only designs." Use HTML to create design, 40/60 image-to-text ratio.
- Inline CSS (Cascading Style Sheets)
- No MS Word HTML, Flash, or JavaScript allowed.

### DIGITAL MAGAZINE SPECIFICATIONS

#### PDF Specifications

**PDF/X-1a** file is preferred. Send to [ads@gvpub.com](mailto:ads@gvpub.com) and specify in which issue the ad is to be placed. Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, Photoshop CS5. (Other application files are not accepted.) If created in another program, save ad as a RGB PDF file at a minimum of 300 dpi with all fonts and images embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to RGB (process colors). Black-and-white images must be grayscale. **JPEG file formats are not accepted.**

- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or Multiple Master fonts. Black text should not be RGB or 4-color black.

### Video And Audio Specifications

- Your video or audio file should not exceed **25 MB**. The media link system is made to show small formats such as commercials and spots.
- The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

### Flash Requirements

- All programming must be Actionscript 3 (AS3) compatible.
- Simple animations can use AS2, but any complex events such as button events must be AS3. **(In general, Zmags doesn't support AS2.)**
- All AS3 movies should target Flash Player version 9.
- Use a frame rate of **30 fps** as this is what the viewer uses.
- Animations should be kept in individual movie clips and placed on the root timeline.
- Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

### System Requirements

- Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and a minimum flash version required is version 9.0.115.
- If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML.
- The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 x 1024 and 1024 x 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size. 