Founded in 1939, Salt Water Sportsman is the industry’s most popular journal covering the world of saltwater fishing. Featuring local authorities from around the country, Salt Water Sportsman provides the regional insight and expertise to help anglers catch more and bigger fish, right in their own backyard.

The magazine offers loads of how-to information and advice for those who travel throughout North America and surrounding waters, to Latin America, the Bahamas and the Caribbean. Salt Water Sportsman also brings readers insightful reviews of new boats, tackle and electronics, plus the latest news from the world of conservation.
BRAND OVERVIEW

100,000
Circulation

8x
Frequency

1939
Year Established

* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.

Within *Salt Water Sportsman*’s audience are anglers of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value enthusiasts across all of our media channels in order to drive tangible results.

Source: Omniture 06/15 - 06/16; Social Media Followers as of 07/16; Silverpop/Pentaho 06/15 - 06/16; 2016
Salt Water Sportsman Audience Survey Conducted by BCI

| 305,130 Avg. Monthly Page Views | 179,600 Avg. Monthly Unique Visitors | 230,000+ Social Media Audience | 50,000 Custom Email Subscribers | 62,000 Editorial eNews Subscribers |

*Salt Water Sportsman*
AUDIENCE PROFILE

Salt Water Sportsman’s audience represent active, affluent anglers that can be refined to fit your specific needs. Unless otherwise specified, this information is representative of our total audience across all media channels; contact us to find your target audience.

Demographics

- Average Household Income: $181,500
- Average Net Worth: $1.2 Million
- 78% Boat Owners
- Average Boat Length: 24'
- Average Age: 54
- Male: 96%, Female: 4%
- College Educated: 87%
- Average Boat Length Planned to Buy: 26'
- Number of Years Fishing in Salt Water: 29 Years
- 64% Fish Offshore
- 81% Fish Inshore
- 66% Fish Nearshore
- Competed or Attended in Fish Tournaments: 37%
- Number of Days Spent Fishing Offshore Per Month: 7
- 86% Read 4 of the Past 4 Issues
- Average Spent on Trips
  - Domestic: $5,300
  - International: $7,900
- 37% Own 2 or More Boats
- 23% Plan to Buy Boat in Next 2 Years
- 32% Own Vacation Property
- 19% Own Water-Front Property

Fishing Habits
CONTACT

DAVE MOREL | Publisher
407-718-6891 | dave.morel@bonniercorp.com

DREW TOWNES | Midwest Sales, Television, Events
407-571-4730 | drew.townes@bonniercorp.com

BILL SIMKINS | Marketplace, Charter Boats
407-571-4865 | bill.simkins@bonniercorp.com

NATASHA LLOYD | Publisher
954-760-4602 | natasha.lloyd@bonniercorp.com

DAN JACOBS | Tournaments and Event Production
407-571-4680 | dan.jacobs@bonniercorp.com

SCOTT SALYERS | Group Publisher
305-253-0555 | scott.salyers@bonniercorp.com
PRINT

FEBRUARY

ESSENTIAL SKILLS
- Saltwater Sportsman's Essential Skills
- Rod Types and Purposes
- 2020 Marine Electronics
- Reading the bottom

JUNE

EXPLORE NEW WATERS
- Tyee Club Salmon
- Cape Lookout, NC
- Black Grouper
- Top 5 Fisheries

JULY

OFFSHORE ISSUE
- Rockfish Deep
- Swordfish
- New Jersey Yellowfin and Bluefin
- Dolphin 2nd Wave

NOVEMBER/DECEMBER

BIG-GAME
- Swordfish
- Gulf Tuna and Marlin
- Tuna Popping and Jigging
- Sturgeon

MARCH

SPRING MIGRATION
- Live Bait offshore
- Spring Gear Guide 2021
- Tarpon Towns
- Cobia

AUGUST/SEPTEMBER

FALL MIGRATION
- Fall Bait Tune Run
- Kingfish
- Tuna Overnight

OCTOBER

NEW BOATS
- Wreck Anchoring
- New Boats On The Water 2021
- Bonefish and Permit
- Striper Regulations and Tactics

APRIL

REDFISH
- Redfish Overview
- Redfish Ramble
- Tackle up for Reds
- Redfish and More (Tuna and Dolphin)

November/December

Issue | Material Due Dates | Space Close | On Sale Date
--- | --- | --- | ---
February | 12/3/20 | 12/1/20 | 1/19/21
March | 1/7/21 | 1/5/21 | 2/16/21
April | 2/3/21 | 2/1/21 | 3/16/21
May | 3/3/21 | 3/1/21 | 4/13/21
June/July | 4/7/21 | 4/5/21 | 5/18/21
August/September | 6/9/21 | 6/7/21 | 7/20/21
October | 8/4/21 | 8/2/21 | 9/14/21
November/December | 9/9/21 | 9/7/21 | 10/19/21

SCHEDULES AND THEMES ARE SUBJECT TO CHANGE.
PRINT SPECIFICATIONS

Trim Size: 7.875" x 10.5"
Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from bleed.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

Photos: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. J pegs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (Recommended: use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material Due Dates</th>
<th>Space Close</th>
<th>On Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
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<td>10/19/21</td>
</tr>
</tbody>
</table>

AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via email. Electronic files are stored for one year only, unless otherwise requested in writing.

Send all other materials to:
SALTWATER SPORTSMAN MAGAZINE
Attn: Shari Smith
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789

PRODUCTION CONTACT
407-571-4794
Shari.smith@bonniercorp.com

SALTWATERSPORTSMAN.COM
## MARINE DISPLAY RATES

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>1X</th>
<th>SPECIAL POSITIONS</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$69,026</td>
<td>Page 2-3</td>
<td>$81,749</td>
</tr>
<tr>
<td>Full Page</td>
<td>$36,334</td>
<td>Cover 2</td>
<td>$45,415</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$29,794</td>
<td>Cover 3</td>
<td>$40,118</td>
</tr>
<tr>
<td>1/2 Page (Isi)</td>
<td>$28,996</td>
<td>Cover 4</td>
<td>$49,266</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$25,212</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$20,827</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$17,868</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## MARKETPLACE | TRAVELING FISHERMAN | BROKERAGE | TOURNAMENT

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>1X</th>
<th>TWO COLOR</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,857</td>
<td>Full Page</td>
<td>$7,189</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$7,250</td>
<td>2/3 Page</td>
<td>$5,887</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,135</td>
<td>1/2 Page</td>
<td>$4,992</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$5,073</td>
<td>1/3 Page</td>
<td>$4,133</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,358</td>
<td>1/4 Page</td>
<td>$3,543</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$3,249</td>
<td>1/6 Page</td>
<td>$2,645</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$1,687</td>
<td>1/12 Page</td>
<td>$1,369</td>
</tr>
<tr>
<td>1/24 Page</td>
<td>$897</td>
<td>1/24 Page</td>
<td>$722</td>
</tr>
</tbody>
</table>

## CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material Due Dates</th>
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<tbody>
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</tr>
</tbody>
</table>

Source: 2016 Audience Survey - Conducted by BCI

Contact your Regional Director or scott.salyers@bonniercorp.com to advertise.
# General Display Rates

**FOUR COLOR**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$86,280</td>
</tr>
<tr>
<td>Full Page</td>
<td>$45,415</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$37,237</td>
</tr>
<tr>
<td>1/2 Page (Isi)</td>
<td>$36,247</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$31,516</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$26,027</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$22,342</td>
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</table>

**SPECIAL POSITIONS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Page 2-3</td>
<td>$102,180</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$56,761</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$50,150</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$61,590</td>
</tr>
</tbody>
</table>

**TWO COLOR**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>1/12 Page</td>
<td>$1,369</td>
</tr>
<tr>
<td>1/24 Page</td>
<td>$722</td>
</tr>
</tbody>
</table>

## Market Place | Traveling Fisherman | Broker Age | Tournament

### Frequency

- **8x**
- **Rates Effective** January 2021
- **Circulation** 100,000 Avg Paid
- **Audience Info**
  - $181,500 Avg HHI
  - $1,200,000 Avg Net Worth
  - 78% Are Boat Owners

Source: 2016 Audience Survey - Conducted by BCI

Contact your Regional Director or scott.salyers@bonniercorp.com to advertise.

## Closing Dates

<table>
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<td>9/7/21</td>
<td>10/19/21</td>
</tr>
</tbody>
</table>
PRINT ADVERTISING TERMS + CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.

5. Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.

6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.

7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Orange County, Florida shall be exclusive venue for resolution of any disputes hereunder.

8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

9. Creative work produced by Publisher remains the sole property of Publisher.

10. Until credit is approved, Advertisements are run on a prepaid basis only.
## DIGITAL RATES

<table>
<thead>
<tr>
<th>DISPLAY ADS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 Leaderboard (Above the Fold)</td>
<td>$20 CPM</td>
<td>Run of Site; Guaranteed Above the Fold</td>
</tr>
<tr>
<td>300 x 250 Medium Rectangle (Above the Fold)</td>
<td>$25 CPM</td>
<td>Run of Site; Guaranteed Above the Fold</td>
</tr>
<tr>
<td>300 x 600 Large Skyscraper</td>
<td>$35 CPM</td>
<td>Run of Site</td>
</tr>
<tr>
<td>728 x 90 Leaderboard</td>
<td>$17 CPM</td>
<td>Run of Site; Above and Below the Fold</td>
</tr>
<tr>
<td>300 x 250 Medium Rectangle</td>
<td>$22.50 CPM</td>
<td>Run of Site; Above and Below the Fold</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGH IMPACT UNITS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Initiated Expandable Unit: 728 x 90</td>
<td>$35 CPM</td>
<td>Expands down to 728 x 270</td>
</tr>
<tr>
<td>User Initiated Expandable Unit: 300 x 250</td>
<td>$35 CPM</td>
<td>Expands Left to 550 x 250</td>
</tr>
<tr>
<td>Pushdown Unit: 970 x 90</td>
<td>$55 CPM</td>
<td>Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250</td>
</tr>
<tr>
<td>Interstitial</td>
<td>$100 CPM</td>
<td>640 x 480</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td>$1,000/Week</td>
<td>Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units</td>
</tr>
<tr>
<td>Page Peel</td>
<td>$35 CPM</td>
<td>100 x 100 / 500 x 500</td>
</tr>
<tr>
<td>Page Skin</td>
<td>$100 CPM</td>
<td>1600 x 900</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Channel</td>
<td>$12,000</td>
<td>Price is per Year.</td>
</tr>
<tr>
<td>Contest/Sweepstakes</td>
<td>$4,650</td>
<td>Includes hosting, fulfillment and promotion: 100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion. Sponsor provides prizes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom eBlast</td>
<td>$150 CPM</td>
<td>Your exclusive message. Geo-targeting is available.</td>
</tr>
<tr>
<td>Editorial eNewsletter Display Ad (728 x 90)</td>
<td>$35 CPM</td>
<td>Price is per email.</td>
</tr>
<tr>
<td>Editorial eNewsletter Display Ad (300 x 250)</td>
<td>$35 CPM</td>
<td>Price is per email.</td>
</tr>
<tr>
<td>Editorial eNewsletter Text Link</td>
<td>$15 CPM</td>
<td>Price is per email. 35 Words</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VIDEO</th>
<th>RATE</th>
<th>INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll Sponsorship</td>
<td>$50 CPM</td>
<td>15 Seconds. One Month Minimum.</td>
</tr>
<tr>
<td>Dedicated Video Channel</td>
<td>$6,000</td>
<td>Price is per Year. 60 Minutes</td>
</tr>
<tr>
<td>Partner Video</td>
<td>$1,200</td>
<td>Price is per Year. 3-5 Minutes</td>
</tr>
</tbody>
</table>

Scott Salyers, Group Publisher at
305-253-0555 or scott.salyers@bonniercorp.com

Note: All rates are net
DIGITAL AD SPECIFICATION

STANDARD GUIDELINES:
These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
- Google Ad manager is used to serve all Bonnier Corp Advertisments
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 150k
- Below is a list of the most commonly used third party vendors.

For a complete list of approved vendors please contact Bonnier. 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.

<table>
<thead>
<tr>
<th>Approved Third Party Ad Tags</th>
<th>Approved Third Party Rich Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlas</td>
<td>Eyeblast</td>
</tr>
<tr>
<td>Bluestreak</td>
<td>Eyewear</td>
</tr>
<tr>
<td>DoubleClick</td>
<td>Pointroll</td>
</tr>
<tr>
<td>Interpolls</td>
<td>Unicast</td>
</tr>
</tbody>
</table>

THIRD PARTY SPECIFICATIONS
- Third Party tags should be served via JavaScript Ad calls, not iframe
- 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 should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

Expanding Ads
<table>
<thead>
<tr>
<th>Most Common Sizes:</th>
<th>Expanded Dimension:</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>728 x 225</td>
</tr>
<tr>
<td>728 x 90</td>
<td>400 x 350, 300 x 600, 600 x 250</td>
</tr>
</tbody>
</table>

MOUSE OVER/ MOUSE OFF
- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse

AD UNIT GRID:
- Page Skin needs to be removed as this is no longer supported.
- Add Billboard 970x250
- Add Half Page 300x600
- Update all file types to gif, jpg, png, html5
- Update all file size to 150kb.

HTML5 AD UNITS
- HTML5 should be provided as a Zip bundle with all assets included in the zip folder.
- HTML5 creatives must be SSL compatible to serve to HTTPS sites
- Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: <meta name="ad.size" content="width=[x],height=[y]">
- HTML5 creatives can only have fixed dimensions (e.g., 300x250, 728x90, 320x50, etc.). Dynamic sizes such as "Fluid" aren’t supported.
- We do not recommend hard-coded click through URLs in the asset because it prevents Google Ad Manager from tracking clicks. Below is an example of how the click tag should appear.

HTML5 Click Tag Example
- A click tag should be inserted in the <head> of an HTML document. See this example:
  ```html
  <head>
  <meta name="ad.size" content="width=300,height=250">
  <script type="text/javascript">
    var clickTag = "http://www.google.com";
  </script>
  </head>
  ```
- In the body of your HTML document, your creative must use the click tag variable as the click-through URL:
  ```html
  <a href="javascript:void(window.open(clickTag))">[Ad Code]
  <img src="images/dclk.png" border=0>
  </a>
  ```

FLASH MX/ALL VERSIONS
A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the `getURL(clickTAG):` actionscript as the instructions. The flash ad code generated will be programmed to pass in the `clickTAG` as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the `clickTAG`.
4. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

Button Code: on (release) {getURL (_level0.clickTag, _blank);}

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