

Banner Ad Specifications

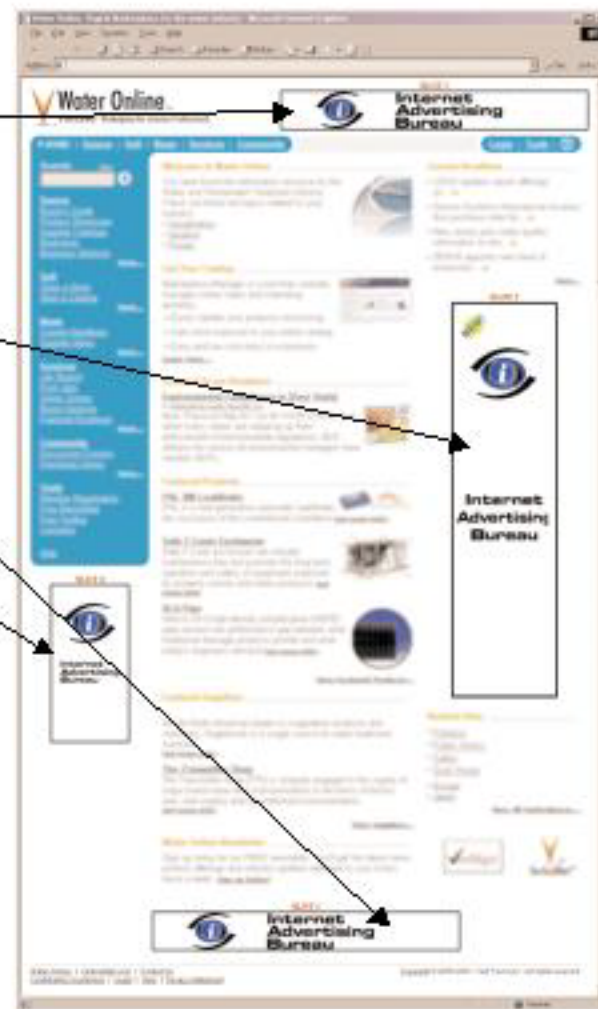
Type	Dimensions (Pixels)
Full Banner Top & bottom count as one impression	468 x 60
Skyscraper	120 x 600
Vertical Banner	120 x 240
Pop-Up Banner	290 x 290

File Size Limit for All Ads is 39k

Accepted Media

We accept most forms of media including GIF, HTML, DHTML, Flash 3&4, Director, Shockwave, 3rd Parties, JavaScript, Java, RealAudio, Video and Enliven. For all other formats please contact us in advance of material submission.

For rich media submissions: all rich media creative must be tested prior to display (including updates and creative changes). Please include standard media along with your rich media submission. Creative must work in all browsers and on all platforms.



Newsletter Format & Spec's

Text and AOL Format

- Heading (Title, volume, issue, date)
- Intro paragraph
- TEXT ADVERTISMENT** ← Slot 1
- Featured Article
- Featured Article
- Featured Article
- TEXT ADVERTISMENT** ← Slot 2
- Featured Product
- Featured Product
- Featured Product
- TEXT ADVERTISMENT** ← Slot 3
- Bookstore Selection
- VerticalNet Announcements
- VerticalNet Announcements
- VerticalNet Announcements
- Footer (Contact, unsubscribe, etc.)

Text Ad Spec is 300 characters plus a URL

HTML Format



The HTML format screenshot shows a newsletter layout with three main ad slots:

- Slot 1:** A 468 x 60 Pixel Banner at the top.
- Slot 2:** A 120 x 600 Pixel Skyscraper on the right side.
- Slot 3:** A 468 x 60 Pixel Banner at the bottom.

All graphic ads have a file size limit of 39k

Newsletter recipients receive the newsletter *automatically* in the format best suited for their needs: text, AOL or HTML. Based on the preferences expressed by our subscribers, roughly 50% of them receive the text/AOL version and 50% receive the HTML version.

Ads are sold by position or all three can be purchased as a bundle to give you exclusive sponsorship of a newsletter. When you purchase an ad, you provide us both text and graphic creative and your message is delivered to the entire subscriber base regardless of the format in which they receive and read the newsletter.