

Web site dimensions and file sizes:

www.trailerbodybuilders.com

- 1 Top Leaderboard: 728 x 90 - \$60 cpm (Displayed in Header on every page)
- 2 Spotlight: 300 x 250 - \$1090 flat rate net per month (Displayed in Right Rail on every page)
- 3 Button: 180 x 150 - \$910 flat rate net per month
- Bottom Leaderboard: 728 x 90 - \$950 flat rate net per month (Displayed in Footer on every page) For information call sales rep.
- Site Intro/Welcome Ad: 640 x 480 - \$850 net per week (Displays over website content. Served to each unique visitor once per day on first page of first daily visit.) For information call sales rep.
- Site Skin: Two 160 x 720 - \$245/cpm 15k min (Two tower ads displayed along far left and right sides of website.) For information call sales rep.
- Floor Unit: 970 x 90 (Collapsed), 970 x 410 (Expanded unit) - See rep (Appears a bottom of screen and remains as readers scroll down the page. Expands up from center at extended hover or user initiated click.)
- Jumbotron: 300 x 600 (Initial unit), 970 x 700 (Expanded unit) - \$850 per week (Half-Page page ad unit expands to page width.) For information call sales rep.

Custom Unit Specs Available

- Floating Interstitial
- Roadblock (site intro)
- Corner Peel
- Expandable Unit
- Site Skin
- In-banner Video

For details and specs on custom units, visit www.trailerbodybuilders.com/advertisers

Acceptable Ad Formats:

Standard Image: Animated GIF, JPEG, GIF or PNG

- Maximum file size: 200K for all banner sizes
- Maximum number of loops: 3
- Maximum frames for animated GIFs: 4 (Include instructions for referring URL and alt text)

Third Party Ad Tags: Internal redirects, redirects, Java, iFrame and standard ad calls are accepted.

- Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex
- All others should be run by your ad trafficker for testing and verification.
- Anti-caching documentation is required.

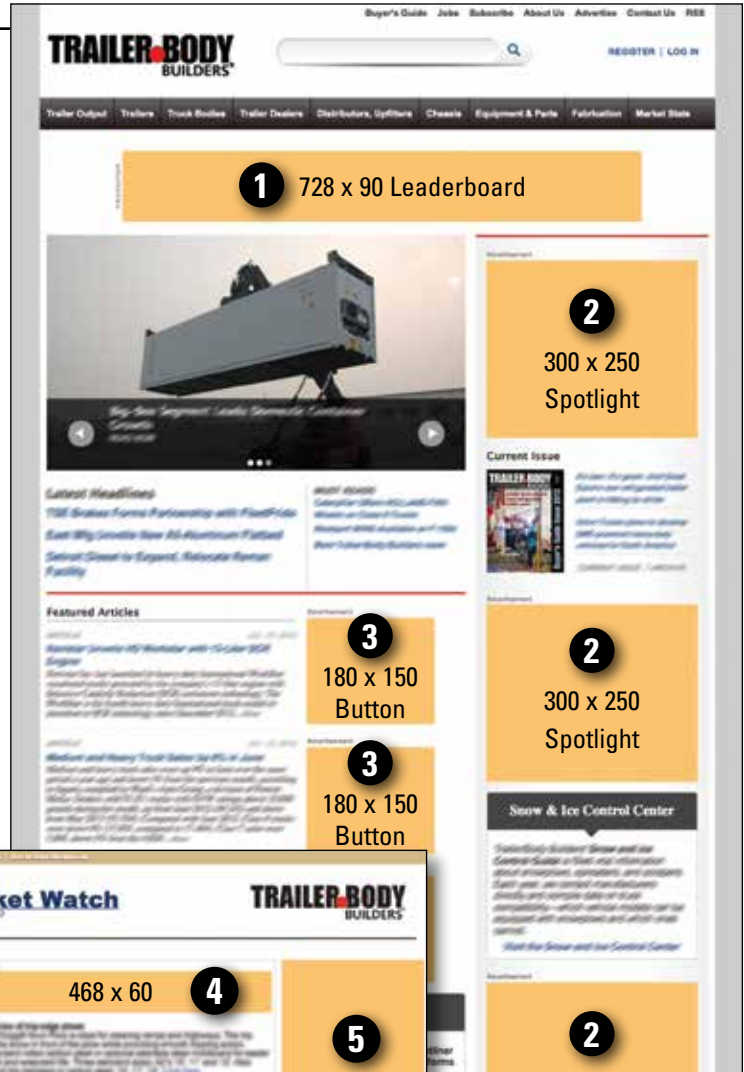
Rich Media: HTML5; Initial download for rich media not to exceed 200K; maximum additional file weight polite download max is 300K. (Flash no longer accepted)

E-newsletter dimensions and file sizes:

Market Watch (weekly)

- 4 Full Banner: 468 x 60 full banner • 200k max, GIF, JPEG (Rich media is not accepted, includes additional 50 words of text & email/url link) Displayed throughout the main body of the newsletter \$1040 flat rate net per month (4-5 weekly issues)
- 5 Tower: 160 x 600 • 200k max, GIF, JPEG (Rich media is not accepted) • Displayed in Right Rail of the newsletter • \$1040 flat rate net per month (4-5 weekly issues)

Frames and Looping: Outlook 2007 will not render animated GIFs. If sending an animated GIF, please make sure the first frame can stand alone.



Materials due: Two (2) business days prior to newsletter blast.

Cancellation Policy: Banners & sponsorships require a 2-week written cancellation notice.

More detailed specs available on request