

TERMS & CONDITIONS

Action must be user-initiated in order to respect the user experience. All rich media needs to be tested and approved. RBI reserves the right to refuse or take down the creative. When submitting rich media, alternate .gif is needed. Additional fees may apply

EXPANDABLE PEEL BACK

Top right corner of homepage
Animated fold with content peaking through makes you want to pull it down

Teaser Dimensions: 125x125 peels back to 500x500 max 70k file size

User initiated via roll over, clear visible "close" button once activated. Flash, Image, or HTML accepted

Rate: \$350 Gross CPM

Impressions: 10,000 DN Homepage/Article pages per week

Cost: \$3,500 Gross per week

INTERSTITIAL

WELCOME BANNER

High Impact 650x400 100KB max file size
AD serves for 8 seconds prior to targeted content clicked on by user

Rate: \$350 Gross CPM

Impressions: 10,000 per week targeted to article pages

Cost: \$3,500 Gross per week

EXPANDABLE FOOTER BAR

Bottom of screen Footer Bar stays visible as you scroll, constant Footer Bar that expands upon click

Dimensions:

981x25 15k max expands to 981x300, 100 KB max file size

Rate: \$350 Gross CPM

Impressions: 10,000 DN Homepage per week

Cost: \$3,500 Gross per week

POP UNDER BANNER

Dimensions:

336x280

Rate: \$350 Gross CPM

720x300

Rate: \$400 Gross CPM

Impressions: subject to availability

POP UNDER BANNER

Dimensions:

336x280 or 300x600

Rate: \$300 Gross CPM

Impressions: subject to availability

» HIGH IMPACT RICH MEDIA

Rich media generates a higher rate of post impression activity and higher rates of sales per activity than non-rich media, and is often used for branding-oriented campaigns. Rich media click rates are typically five times higher than those for non-rich media.

These ad types are definitely high impact. 35% of all ads now served use rich media and 97% is Flash-based!



FOR MORE INFORMATION: Contact your *Design News* representative or Brian McAvoy, Internet Sales Director, at 781-734-8191 or email at brian.mcavoy@reedbusiness.com