



BANNER AND BOOM BOX AD UNITS

Ad units serve throughout WardsAuto.com

- 1 728x90 Ad Unit
- 2 300x250 Ad Unit

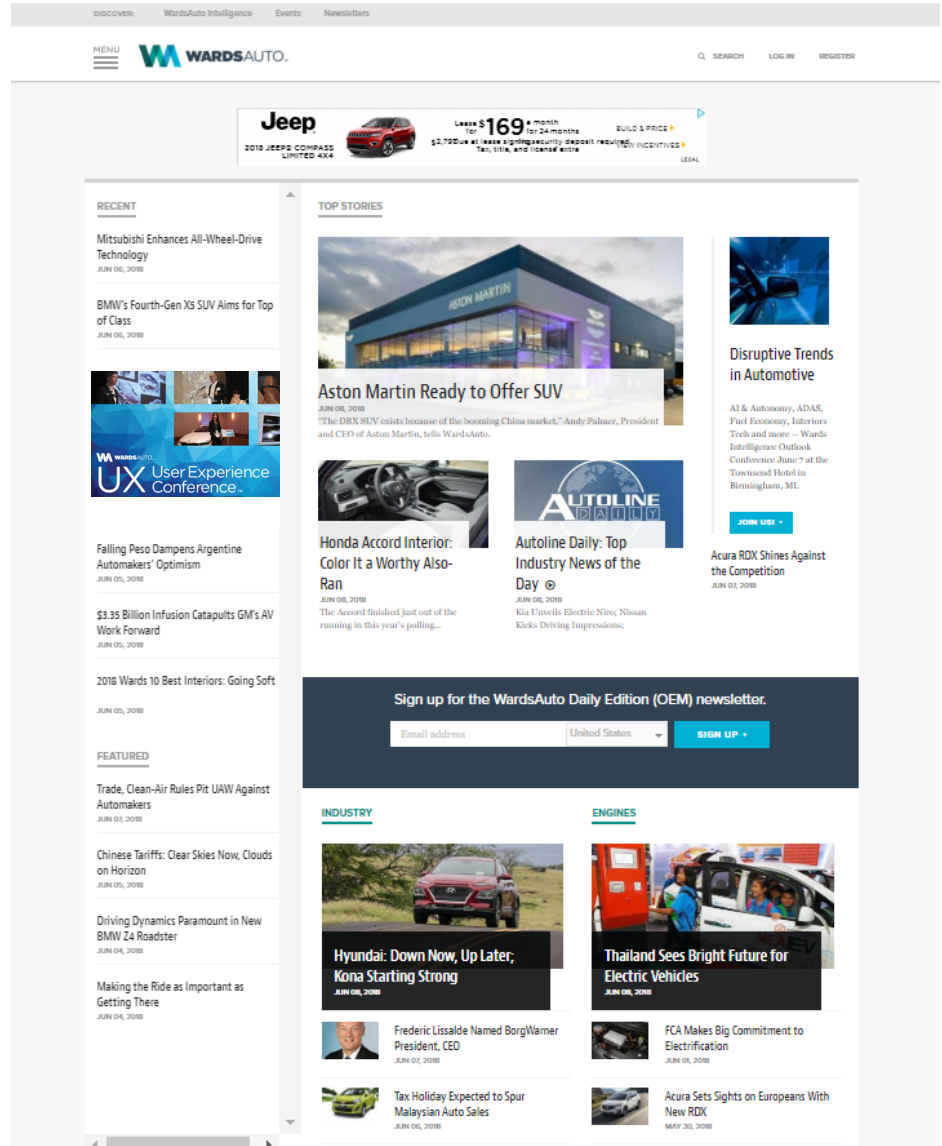
3 **WELCOME AD**
A dominant ad unit that displays over the content of WardsAuto.com, serving to unique visitors once each day on whatever page is their first viewing of the day.

4 **SITE SKIN**
Highly impactful advertising unit that appears on all pages with mirrored creative on both the left and right sides of the screen.

5 **IN-ARTICLE VIDEO**
We'll place your 15 to 30-second video within the body of articles on WardsAuto.com, capturing the attention of our desirable online readers.

6 **FLOOR UNIT**
Exposure that remains on screen as users scroll spotlighting messages, products, launches and announcements.

7 **JUMBOTRON**
High impact, expandable, Jumbotron provides large canvas designed to drive engagement. Expands to 3x its width.



CANCELLATIONS: All cancellations must be made 45 days prior to the start of date of any advertisement.

see next page for rates, specs and contact information



STANDARD AD RATES AND SPECIFICATION

BANNER AND BOOM BOX AD UNITS

“BANNER” (728x90 & 320x50) • Max file size 40K • **\$75 net CPM**

“BOOM BOX” (300x250) • Max file size 40K • **\$75 net CPM**

WELCOME AD

Your choice of size in pixels: 640x480 & 300x416. Max Initial Load File Size: 80 KB; Add'l File Weight (Polite Download): 160 KB; Flash Specifics: 18 fps; Audio Initiation: User initiated on click; Max Animated Length: 10 seconds max if no user interaction; Controls: Control = “Close X”; Font = 16 pt; Location = Fixed placement at the location of first completely open frame; Labeling: Label = “Advertisement”; Font = 16 pt. **\$10,000/month**

SITE SKIN

Total image size of 1510w x 1100h, with live areas measuring 155w x 1100h on each side, white or transparent midsection measuring 1200w x 1100h. 60k max file size. jpg, gif, or png. URL must be provided with creative and this cannot be served via third party tags. At least 10 business days lead time required for testing. Creative must be approved by Publisher before implementation. **\$3,000/week or \$10,000/month**

IN-ARTICLE VIDEO

Massive 1920 x 1080 video position with optimal user experience. Plays when visible on user’s screen, pauses when user can’t see it onscreen; resumes when in view again. Audio starts on mouse rollover. Video disappears from body of article once played to completion. Premium environment for short 15 to 30-second videos - below the fold between two paragraphs for more focused, attentive view engagement. **\$195 net CPM**

FLOOR UNIT

Exposure that remains on screen as users scroll spotlighting messages, products, launches and announcements. **\$8,000/month**

JUMBOTRON

Large 300x600 in right-hand rail expands to massive 970x600 when reader clicks. Using interactive assets such as videos, links and white papers, these highly engaging units offer a seamless, attention-grabbing way to tell brand and product stories. **\$105 net CPM**

SPECIFICATIONS FOR ALL AD FORMATS

(See additional specs for interstitial and interstitial formats above)

Formats Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander. Will accept for test: Enliven, Bluestreak, DHTML, Audio, Real, Shoshkeles. Non-accepted formats: Java, Java Applet, Video. 3rd Party Ad Serving: Will accept most 3rd-party tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation. Frames and Looping for animated GIFS: Maximum frames - 4 looping; 3 times. Materials due: Two business days prior to posting. Include with instructions: Referring URL and alt text.

CONTACT INFO

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