

## Minimum Cost per thousand impressions\*

\*Can also be priced by flat-rate.

Size	10K	50K	75K	100K
468x60	\$50	\$45	\$40	\$35
728x90	\$65	\$60	\$55	\$50
120x600	\$65	\$60	\$55	\$50
336x280	\$70	\$65	\$60	\$55
Text ads within				
Articles	\$70	\$65	\$60	\$55
Per month	1 month	3 months	6 months	12 months
Live Link (digital version)	\$100			
Featured Content Links (homepage)	\$500	\$450	\$400	\$350
Links (bottom of page)	\$500	\$450	\$400	\$350
Online White Paper Listing	\$750	\$700	\$650	\$600

## Ad Sizes (ROS) Gross Cost

Product/Discount	1X	4X	8X	12X
eWeekly Newsletter Sponsorships	\$1,500	\$1,400	\$1,250	\$1,130
Speech Technology Bulletin	\$3,000	\$2,850	\$2,700	\$2,550
Digital Speech Technology Magazine Sponsorship	\$1,000	\$950	\$900	\$850

\*Offered once a week, depending upon availability

Newsletter exclusive sponsorship includes a 468x60 banner and 75 words of text. eWeekly also includes 468x60 graphic banner placed on www.speechtechmag.com site for the week of sponsorship as well

## BANNER SPECIFICATIONS

The SpeechTechMag.com site offers a variety of banner size options, as well as rich media advertising opportunities.

### Banners served via DoubleClick unless otherwise specified

- Maximum file size is the same for either static, animated, or Rich Media Creative.
- No more than 4 looping frames on animation GIFs.
- We accept the following creative units: GIF, GIF 89, Rich Media, HTML, Flash (linking URL must be embedded in the .swf file). MUST provide backup GIF banner for all Flash banners
- We also accept the following rich media platforms: Eyeblander, Pointroll (Add \$6 cpm for all Eyeblander creative)
- Article Text Ad Specs: 35 words plus linking URL.
- Footer Text Link Specs: 69 characters (including spaces) plus linking URL.
- eWeekly banner specifications: 468x60 dimensions, 72 DPI resolution, gif or jpg formats, file size below 50k, 75 words of text or less and 1 linking URL for all links.

## Testing

SpeechTechMag.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

## Reporting

Reports detailing campaign performance are available online at client's request.

## Creative Modifications

When necessary, SpeechTechMag.com may make the following modifications to a creative:

- change the name of the file
- add a redirect to our servers via the click-through URL so that our ad server can count clicks
- add a command to open a new browser window when user clicks
- add a 1x1 pixel to all HTML banners to allow our ad server to count impressions

## FLASH CREATIVES

.SWF file size must be no larger than 39K

### Dimensions (pixels: width x height)

Leaderboard:	728x90
Banner:	468x60
Skyscraper:	120x600
Box:	336x280 or 300x250

### clickTag code

On all Flash ads for DoubleClick, the .SWF file needs to contain an invisible "action button," the same size as the ad. This button contains code that sends people who click on the Flash ad to the DoubleClick server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel:

```
on (release)
{
  getURL(_level0.clickTag, "_blank");
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DoubleClick, and is specified in that code as the "clickTag" variable.

N.B. "clickTag" must be spelled exactly as above (with ONLY the "T" capitalized).

## ADVERTISING CONTACTS

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