

2012

ONLINE RATES AND SPECS HOME PAGE & ARTICLE PAGES

Event professionals logon to specialevents.com for information and advice on how to produce unique and successful events. The site offers professionals access to *Special Events Magazine's* back issues; the latest industry news; exclusive content; links to useful industry sites; extensive product information; and more.

Grab the attention of special event professionals searching specialevents.com for information by taking advantage of these targeted online opportunities. This is your chance to increase awareness of your products and services among special event professionals, drive traffic to your Web site, and build your customer base.

Special Events offers a variety of cost-efficient options to build your brand online:

Size: 728 x 90 Leaderboard
Monthly rate: \$995 gross rate
Position: Run of site with 3 rotating positions available

Size: 300 x 250 Right Large Button
Monthly rate: \$1,200 gross rate
Position: Home Page with 3 rotating positions available

Size: 120 x 240 Half Tower
Monthly rate: \$1,050 gross rate
Position: Run of site – exclusive sponsorship (excluding content pages if sold)

Size: 125 x 125 Small Button
Monthly rate: \$1,050 gross rate
Position: Run of site—exclusive sponsorship

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, and Eyeblander

Dimensions and File Sizes: 120x240: 36K; 728x90: 36K; 300x250: 36K; 125x125: 36K

Will accept for testing: Enliven, Bluestreak, DHTML, Audio, Real, and Shoshkele

Frames and Looping: Maximum Frames: 4; Looping: 3 times.

Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: Specialevents.com will accept most 3rd Party Ad tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.

The screenshot displays the homepage of Specialevents.com with several ad spots highlighted. At the top, a large black banner for a 728 x 90 Leaderboard ad is shown. Below it, a sidebar on the left contains a vertical stack of 125 x 125 Small Button ads. The main content area features a 'LATEST STORIES' section with a 'TOP' badge, a 'SPECIAL EVENTS POLL' on the right, and a 'MOST POPULAR ARTICLES' section. At the bottom, there is a 'FEATURED PHOTO GALLERY' and a 'HOT TOPICS IN THE SPECIAL EVENT INDUSTRY' section. A footer at the very bottom contains navigation links and copyright information.

For more information on opportunities online, or to create a customized package to fit your needs, **contact your Sales Representative:**

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