

SPECIAL EVENTS

2010

ONLINE RATES AND SPECS FOR HOME PAGE AND ARTICLE PAGES

Event professionals visit specialevents.com for information and advice on how to produce unique and successful events. The site offers these 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.

Get the attention of special event professionals who are searching specialevents.com for information and advice 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:

728 x 90 Leaderboard
Monthly rate: \$860 net/month
Run of site with 2 rotating positions available

300 x 250 Right Large Button
Monthly rate: \$1,095 net
Home Page position— exclusive sponsorship

120 x 240 Half Tower
Monthly rate: \$980 net
Run of site – exclusive sponsorship
(excluding content pages if sold)

125 x 125 Small Button
Monthly rate: \$980 net
Run of site—exclusive sponsorship

The screenshot shows the homepage of specialevents.com. At the top, there is a navigation bar with the site logo and menu items like Home, Contact Us, About Us, etc. Below the navigation bar, there are several content blocks. On the left, there is a sidebar with a list of categories such as 'Specialty Events', 'Corporate Events', etc. The main content area features a large '125 X 125' ad placeholder, a '300 X 250' ad placeholder, and various article teasers with images and headlines. At the bottom, there is a 'SPECIAL EVENTS' banner with a '120 X 240' ad placeholder. The overall layout is clean and professional, with a focus on providing valuable content to event professionals.

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

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](http://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.

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