

SPECIAL EVENTS

2010

ONLINE RATES AND SPECS FOR CONTENT CATEGORIES

Specialevents.com's targeted content categories provide an easy way for professionals to find information on a specific topic or area of interest. Advertising opportunities in these targeted categories will make an impact anytime visitors are looking for information about a key topic. It's the most targeted solution for you to build awareness, drive traffic, generate leads, raise visibility, and capture the attention of professionals searching for the products and services you're selling.

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

**300 X 250 LARGE SQUARE
MONTHLY RATE: \$450 NET**

**120 X 240 HALF TOWER
MONTHLY RATE: \$300 NET**

**125 X 125 SQUARE
MONTHLY RATE: \$300 NET**

CONTENT CATEGORIES

- | | |
|------------------------------------|-------------------------------------|
| Bar-Bat Mitzvahs/Children's Events | Special Effects/Lighting/Production |
| Fundraisers/Galas | Entertainment |
| Caterers/Catering | Tents |
| Hotels/Event Venues | Event Equipment |
| Corporate Events | Themed Events |
| Party Rental Operations | Fairs/Festivals/Picnics |
| Decor/Tabletop/Linen | Weddings |
| Green Events | |

FORMATS CURRENTLY ACCEPTED: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, and Eyeblander

DIMENSIONS AND FILE SIZES: 120x240: 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.



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