

Digital ADVERTISING SPECS / RATES

UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH (SECS)	LOOPS	MAX SIZE (GIF/JPG)	MAX SIZE (FLASH)	RATE (CPM)
Pushdown	[970 x 418] opens for seven seconds to display an advertisement then rolls up to [970 x 66] (needs to include a close button)	3rd Party tags only	:30	3	100k	100k	\$149.00
Leaderboard	[728 x 90]	.gif, Flash, Rich Media, 3rd Party/HTML	N/A	3	20k	40k	\$136.00
Rectangle	[336 x 280] [300 x 250]		:30	3	25k	40k	\$136.00
Half Page	[336 x 850]		:30	3	75k	100k	\$222.00
Logo (creative must include "Sponsored by" text)	[120 x 40]	.gif or .jpg and click url	static	static	2k	2k	\$11.00
:15 sec intro & Pre roll	[N/A]	beta tape or electronic MPEG, quicktime, or avi	1-15	[N/A]	[N/A]	[N/A]	\$136.00
:30 sec intro, Pre & Post roll	[N/A]		1-30	[N/A]	[N/A]	[N/A]	\$136.00
Video Companion Header	[120 x 40]	.gif or .jpg and click url	static	static	2k	2k	Added Value with Pre/Post roll
Welcome Ad	[640 x 480]	.swf, .gif or .jpg, and click url. Must include the following action-script in .swf file: on (release) { getURL(clickTag, "_blank"); }	:10	[N/A]	75k	75k	\$222.00
Mobile	[216 x 36] [300 x 50]	.gif or .jpg and click url	:10	3	7.5k	[N/A]	\$136.00

All units accept 3rd party ad serving except for welcome ads and logo. All units can use a 1x1 tracking pixel.

Digital ADVERTISING SPECS / RATES (continued)

NEWSLETTERS

Forbes

UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH (SECS)	LOOPS	MAX SIZE (GIF/JPG)	MAX SIZE (FLASH)	RATE (CPM)
Newsletter Large Rectangle	[300 x 250]	.gif or jpeg and click url	N/A	3 gif	25k	N/A	\$103.00

NEWSLETTERS	DROP DAY	TOTAL SUBSCRIBERS
Airlines	Tuesday	51,000
Autos	Tuesday	57,000
Biotech	Wednesday	66,000
CMO Network	Thursday	3,000
Commentary	Tuesday	42,000
Daily	Weekdays	118,000
E-commerce	Wednesday	76,000
Entrepreneurs/SMB	Tuesday	99,000
Faces In The News	Weekdays	61,000
Financial	Weekdays	119,000
Forbes Asia	Monday-Thursday, Sunday	9,000
Forbes Europe	Monday-Thursday, Sunday	7,000
Forbes Woman	Thursday	5,000
Global Newsletter	Thursday	105,000

NEWSLETTERS	DROP DAY	TOTAL SUBSCRIBERS
Intelligent Investing	Weekdays	21,000
Investing Report	Tuesday	114,000
Ken Fisher	Monday	27,000
Leadership	Thursday	34,000
Lifestyle	Weekdays	70,000
Magazine	Friday	182,000
Media	Wednesday	62,000
Retail	Thursday	74,000
Rich Karlgaard	Wednesday	31,000
Techno Talk	Weekdays	99,000
Telecom	Thursday	64,000
Thought of the Day	Weekdays	16,000
Video	Friday	34,000
Weekly	Monday	81,000