

Advertising with NameMedia links your brand to some of the most powerful websites that enthusiasts use when they seek products and information on the Internet. Advertisers can target an audience across NameMedia Channels, creating a broad and deep online marketing program, laser target site by site, or target by demographics. NameMedia will show you how to leverage the breadth and depth of our portfolio of enthusiast sites to find exactly the customers you want.

## Put your brands in front of the enthusiastic and active users of NameMedia properties.

### NameMedia Home & Garden Channel

- ▶ [davesgarden.com](http://davesgarden.com)
- ▶ [craftster.com](http://craftster.com) ([craftster.org](http://craftster.org))
- ▶ [stampers.com](http://stampers.com) ([splitcoaststampers.com](http://splitcoaststampers.com))

### NameMedia Consumer Technology Channel

- ▶ [photo.net](http://photo.net)
- ▶ [geek.com](http://geek.com)
- ▶ [photography.com](http://photography.com)

### NameMedia Visionary Channel

- ▶ [tarot.com](http://tarot.com)
- ▶ [dailyhoroscope.com](http://dailyhoroscope.com)

### NameMedia Outdoor Sports Channel

- ▶ [rockclimbing.com](http://rockclimbing.com)
- ▶ [basejumper.com](http://basejumper.com)
- ▶ [dropzone.com](http://dropzone.com)
- ▶ [flyfish.com/reel-time.com](http://flyfish.com/reel-time.com)

### Customized Advertising Solutions

All advertising campaigns are custom designed by us to accomplish your unique marketing needs. Since your satisfaction is our highest priority, we also offer these high touch options for integrating your message with our enthusiast audiences.

- Email Newsletter sponsorships
- Video Sponsorships
- Market Research
- Corporate profile pages
- Custom Microsites
- Promotions and Contests

Contact us for more information and to plan your campaign!  
[adsales@namemedia.com](mailto:adsales@namemedia.com) // 781.839.2855

Please note:

All creative materials are due 5 business days prior to campaign launch.

#### Ad Targeting

You can sort by section, gender, geographic location, time/day, and domain. You can mix and match any of our channels and sites.

NameMedia will customize marketing campaigns to maximize your advertising dollars. Contact Ted McNulty for more information: 781-839-2855  
tmcnulty@namemedia.com

## 2009 Rich Media Advertising Specifications

**Max File size:** 40kb for 160x600, 300x250, 728x90

**File Type accepted:** JPG, GIF, Flash, HTML, Javascript, Doubleclick Internal Redirect,

**Max Loops:** 3 loops (15 seconds per loop)

**Flash Versions accepted:** 8 or below

**Notes for Flash Creatives:** All Flash URLs must use the clickTag method and must be a ActionScript 2.0 file.

We accept all DART-supported forms of rich media including: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Showckwave, HTML, Javascript

#### Expandable Size Max (click to expand):

Initial Size	Expanded Size	Direction of Expansion
160x600	320x600	Left
300x250	450x250	Left or Right
728x90	728x180	Downward

**Close Method:** Must close on Roll-off

**Pinning:** No Pinning

**Initial File Size:** 40kb

**Maximum File Size Expanded State:** 100kb

**Close Button:** Required

**Initial Animation:** 15 seconds

**Max Loops:** 3 loops (15 seconds/loop)

**Video:** Non-user initiated

**Audio:** User-initiated

**Max Video/Audio Length:** 30 seconds

**Audio/Video Buttons Required:** Play, Stop, Pause, Mute, Restart

## Video Ad Specifications

- Client to provide a final ready-to-view video ad
- Client to supply 1x1 impression trackers and click trackers (Redirect URL)
- **Video Ad Length:** 30 seconds maximum
- **Acceptable formats:** MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-MZT)
- **Quantity allowed:** 3 videos maximum