

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 Consumer Technology Channel

- ▶ photo.net
- ▶ geek.com
- ▶ photography.com

NameMedia Visionary Channel

- ▶ tarot.com
- ▶ dailyhoroscope.com

NameMedia Outdoor Sports Channel

- ▶ rockclimbing.com
- ▶ basejumper.com
- ▶ dropzone.com
- ▶ 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 // 781.839.2895

Please note:

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

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

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.

For more information contact:
Kevin O'Malley
Director of Sales
781-839-2895
adsales@namemedia.com

2010 Rich Media Advertising Specifications

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

File Type accepted: JPG, GIF, Flash, HTML, and Javascript

Max Loops: 3 loops (15 seconds per loop)

Flash Versions accepted: 8 or below

Expandable & Video Ad Specifications

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

Video: Non-user initiated

Audio: User-initiated

Max Video/Audio Length: 30 seconds

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

- **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
- Client to provide a final ready-to-view video ad
- Client to supply 1x1 impression trackers and click trackers (Redirect URL)



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