



**ONLINE ADVERTISING POLICIES**

**CONTRACTS:** Oral and written orders for advertising are accepted subject to terms and conditions stated in the standard written contract.

Advertisers contracting for three or more insertions within a 12-month period earn frequency discounts. Advertisers who do not fulfill their contracted frequency agreements will be billed for the shorter rate. Credit earned by increased frequency during a contract year will be rebated.

Advertising rates are subject to change. Rates are guaranteed for the duration of the original contract.

**CANCELLATIONS:** Cancellations of reserved advertising space will not be accepted after the published closing date.

**TERMS:** Net 30 days.

**PUBLISHER'S PROTECTION:** Advertisers agree to indemnify publisher against liability, loss, or expense as a result of claims or suits based on advertisement content.

**ADVERTISING POLICY:** All advertising is subject to publisher's approval.

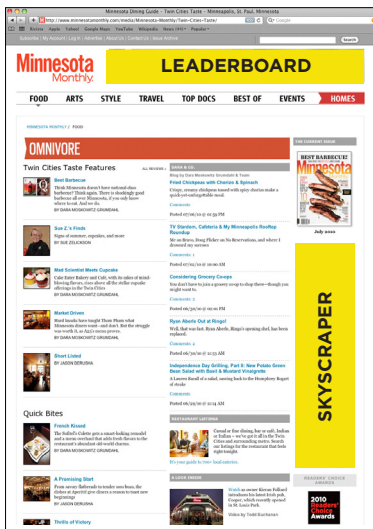
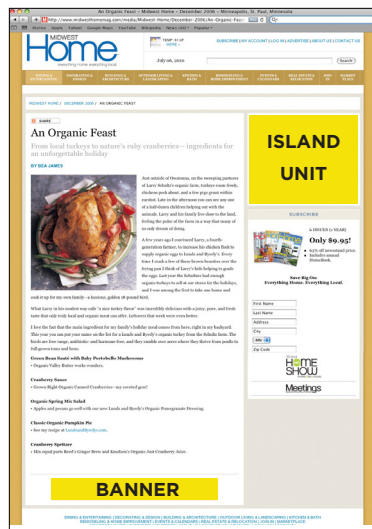
**ADVERTISING COLLECTIONS:** Payment is due within 30 days of date of invoice. Greenspring Media Group is entitled to reasonable attorney and collection fees on all past due accounts.

**ISSUANCE AND CLOSING:** Advertising reservations are accepted through the closing date.

Materials for ads needing production are due on closing. Digital ready ads received after the digital deadline date are subject to a \$50 late fee. Proof of advertisement will not be issued for materials received after closing date.

**AD ARCHIVING AND RETRIEVAL:** Digital ad materials are archived for two years and then destroyed unless otherwise specified. Once payment is received for production, upon request, newly created ads and ads with major changes are provided to advertiser on a CD for use in other publications. Extra CDs are \$25 each.

**RETURN OF ARTWORK:** Return address and contact information must be provided for return delivery of materials (zip disks, transparencies, photos, etc.). Floppy disks, CDs and color proofs will not be returned unless requested.



**GREENSPRING**  
MEDIAGROUP

## DISPLAY AD SPECS

SIZE	WIDTH X HEIGHT
LEADERBOARD	• 728 x 90 pixels Max file size is 30K
ISLAND UNIT	• 300 x 250 pixels Max file size is 20K
BANNER AD	• 468 x 60 pixels Max file size is 15K
SKYSCRAPER	• 160 x 600 pixels Max file size is 30K
SECTION SPONSORSHIP	• 234 x 60 pixels Max file size is 15K
NEWSLETTER BANNER	• 595 x 75 pixels Max file size is 25K

### FINAL CHECKLIST

- ✓ SAVED FOR WEB (REDUCING FILE SIZE)
- ✓ SAVED AS A JPG OR GIF
- ✓ FILE SIZE IS UNDER ITS CORRESPONDING LIMIT

## FLASH AD SPECS

SIZE	WIDTH X HEIGHT
LEADERBOARD	• 728 x 90 pixels Max file size is 30K
ISLAND UNIT	• 300 x 250 pixels Max file size is 20K
BANNER AD	• 468 x 60 pixels Max file size is 15K
SKYSCRAPER	• 160 x 600 pixels Max file size is 30K

### FINAL CHECKLIST

SAVED AS A SWF FILE IN FLASH MX VERSION 7

- ✓ ANIMATION IS 15 SECONDS MAXIMUM
- ✓ MAXIMUM OF 18 FRAMES PER SECOND OR LOWER
- ✓ A BACKUP GIF/JPG MUST BE SUPPLIED FOR NON FLASH USERS
- ✓ PREPARE SWF SOURCE: THE ORIGINAL FLASH FILE MUST BE PREPARED TO RECEIVE CLICK-THROUGH PARAMETERS AND MUST BE DONE BY THE DEVELOPER ON THE ORIGINAL FILE

## SUBMITTING ADS

EMAIL: [onlineads@greenspring.com](mailto:onlineads@greenspring.com)

Include the following with all compressed files sent via email:

- Name of Advertiser
- Publication and website the ad is to run on
- Contact name and phone number
- Limit file name to advertiser\_abbreviated issue
- Not contain \ / : \* ? " < > | in the file name

**DISK:** (Mac Formatted)

All disks should be labeled with the following:

- Name of Advertiser
- Publication and website the ad is to run on
- Contact name and phone number
- Return address if disk is to be returned
- Limit file name to advertiser\_abbreviated issue

**COURIER OR US MAIL:**

Greenspring Media Group  
600 US Trust Building  
730 Second Avenue South  
Minneapolis, MN 55402

**ATTENTION:** Traffic Manager

## CONTACTS

**MARGARET VANECHAUTE:**

Traffic Manager, 612.371.5849 or [mvanechaute@greenspring.com](mailto:mvanechaute@greenspring.com)  
Please contact Margaret with questions regarding deadlines, extensions or ad specs.

**TABITHA HERBRANSON:**

Production Artist, 612.371.5839 or [therbranson@greenspring.com](mailto:therbranson@greenspring.com)  
Please contact Tabitha with technical questions about these advertising requirements.

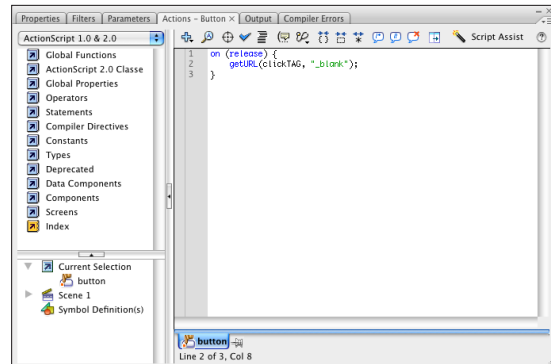
**ANNA WEDEKIND:**

Web Designer, 612.371.5853 or [awedekind@greenspring.com](mailto:awedekind@greenspring.com)  
Please contact Anna with questions regarding file preparation and flash ad specs.

**KELLY FITZGERALD:**

Online Editor, 612.371.5845 or [kfitzgerald@greenspring.com](mailto:kfitzgerald@greenspring.com)  
Please contact Kelly regarding online advertising options or to reach an account executive.

## FLASH HELP



1. A clickable flash object such as a button or hitarea in the flash movie clip will require some ActionScripting attached to it.
2. Associate the on(release) event with that object.
3. The object will now listen for that particular event.
4. Place the 'getURL(clickTAG, "\_blank");' ActionScript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to click through Url value found in the clickTAG.
5. Make sure to check the "Expression" checkbox for the URL field, which is the variable for the getURL actionsript function.