

hitched

The Concept	Demographic	Readers	Ad Rates	Online	Facts	Calendar
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General Site Rates - Gif, Jpeg and Flash Ads Cost Per Thousand (CPM) Rate

		Open Rate	6 mo.	12 mo.
Banner-	728 x 90 486 x 60	\$9.00	\$6.75	\$4.50
Skyscraper-	120 x 600	\$10.00	\$7.50	\$5.00
Interactive-	300 x 250	\$10.00	\$7.50	\$5.00
Button/Cube-	160 x 125	\$5.00	\$3.75	\$2.50
Pop Under-		\$10.00	\$7.50	\$5.00



Rich Media Ad Rates

		Open Rate	6 mo.	12 mo.
Banner-	728 x 90 486 x 60	\$12.00	\$9.00	\$6.00
Skyscraper-	120 x 600	\$13.00	\$9.75	\$6.50
Interactive-	300 x 250	\$13.00	\$9.75	\$6.50
Button/Cube-	160 x 125	\$8.00	\$6.00	\$4.00

Above rates are for all user-initiated rich media ads. Non-user initiated rich media is \$25 CPM plus placement CPM.



Flat Rate

	Open Rate	6 mo.	12 mo.
Hyperlink Listing	\$70/mo.	\$45/mo.	\$30/mo.
Hyperlink Plus (\$100 set-up fee per creative applies)	\$150/mo.	\$125/mo.	\$30/mo.
Profile Page	\$150 one-time fee		
Sponsorship	Rates vary on section and availability. See your Hitched sales executive for more information.		

***Some areas carry a minimum charge.**

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Online Ad Types

Banner

(728 x 90)

Button
(160 x 125)

Interactive Box
(300 x 250)

Skyscraper
(120 x 600)

CREATIVE SPECIFICATIONS

Ad Type	Ad Size	GIF/JPG*	(Flash)*
Banner	728 x 90	30K	35K
Skyscraper	120 x 600	30K	35K
Interactive	300 x 250	30K	35K
Button/ Cube	160 x 125	30K	35K
Pop Under	All Sizes	30K	35K

* Max File Size

Flash Files must adhere to the same file size limits and may not exceed 18 FPS (frames per second).

File size limits must include the image size and any associated script or code needed to deliver the ad (e.g.a 15K ad with associated code of 7K will be counted as 22K).

Ad Material Deadlines:

GIF/JPG/Flash- 2 business days prior to campaign start date.

Rich Media - 5 business days prior to campaign start date.

Rich Media Formats Accepted:*

Flash, Streaming Video, JavaScript, Expandable, PointRoll, Eyeblaster, Floating and Pop-Unders.

*Rich Media includes user-initiated and non-use-initiated media.

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Advertising Specifications and Guidelines

Rich media does not always work in all web browsers. Advertiser needs to test all media in Internet Explorer, Mozilla Firefox, Netscape and Opera to ensure compatibility.

Rich media frequency caps are required for all non-user initiated media. Hitched requires the minimum frequency cap at 1x per unique visitor per 8 hour session.

Flash or other rich media ads must include a reference to an alternate .gif file. The alternate .gif file will display if the user does not have a Flash plug in or otherwise is not accepting Flash ads.

Ads must invoke or open a new browser window.

Ads must have a border.

Advertiser's name, logo and/or URL must appear in the creative. Hitched will not accept blind ads.

Flashy, over-the-top animation or deceptive ads are not accepted.

Spyware is prohibited.

Spawning multiple pop-ups or pop-unders off an initial ad load is prohibited.

Ads that attempt to install software on the user's computer are prohibited.

Some ads require time / date stamps or random numbers or tokens attached to the ad click URL. This needs to be disclosed by the advertiser. The AdManager token is %%ACC_RANDOM%%

Some ads require multiple click URLs, these are known as 'Map' files. Each URL must be specified.

Flash ads are trackable if the advertiser provides the native Flash .fla file or modifies the .fla file.

Instruction sheet provided upon request.

Our ad delivery system is XXXXXXXX, which is hosted locally/offsite.

Eyeblaster ads must be activated by the advertiser. If the Eyeblaster has a separate return to or

Originate from ad component, this needs to be specified by the advertiser.

How to Place an Ad:

For more information on developing an Internet marketing strategy, contact your Hitched account executive or Terry Wall, at (888) 462-3210

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Themed Buyers Guide Calendar

Hitchedmag.com includes two buyers guide columns in the “money” section. The first column is called “budget” and the other column is called “splurge.” The “budget” column covers products and services under \$100. The “splurge” column covers products and services of more than \$100. The two columns will cover the same theme and will be updated one week apart; the “budget” column will be updated first. For example:

Week 1 - budget update (theme 1)

Week 2 - splurge update (theme 1)

Week 3 - budget update (theme 2)

Week 4 - splurge update (theme 2)

“Themes” represent the same type of product or service for that week.

THEMES / DATES FOR 2006

Kitchen items	July 2
Vacation gear (Suitcases to tours)	July 6
Summer fashion	July 30
Beach (Beach gear)	Aug. 13
Labor Day Grab Bag (A variety of family fun accessories)	Aug. 27
Patio	Sept. 10
Camping Gear	Sept. 24
Halloween	Oct. 8
Pet Gear	Oct. 22
Wine	Nov. 5
Home Entertainment	Nov. 19
X-mas Grab Bag	Dec. 3
Computer Hardware	Dec. 17
Computer Software	Dec. 31

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Glossary of Online Terms

Page views: A page view is counted every time someone visiting your site loads a page in his or her browser. Page views are similar to the number of times a printed page is viewed.

Unique visitors: Monthly unique visitors are defined as a visitor's first visit to your site that month. Unique visitors is similar to magazine readership.

Impressions: An ad impression is counted every time one specific ad is loaded by a browser. Impressions is similar to the number of times a print ad is seen.

Clicks: A click is counted every time a user clicks on an advertisement in order to be taken to the client's Web site. A click is similar to a phone call or store visit, if the client has an online store.

Sponsorship: For a flat monthly fee, a client can purchase every impression for one ad position. Every time a certain page or section loads, their ad will appear in the client's selected position. Sponsorship is similar to a full run in print.

CPM (Cost Per Thousand): A client may also choose to buy a certain amount of impressions in a selected ad position, being charged a set fee per thousand ad impressions. This means the client is not guaranteed to receive every impression in that ad position, but is guaranteed to receive the amount of impressions purchased. CPM is similar to targeting pre-prints by Zip code.

CPM:

The most basic form of advertising is pricing based on Cost per Thousand Impressions (CPM). Advertisers contract a specific number of impressions (expressed in thousands) that will run over the span of a month. An impression is considered each time an advertisement is displayed to a reader on a Web page.

Example: Widget Company wants their leaderboard ad shown on the home page 200,000 times during the month.
 $200,000 \times \$9.00 = \$1,800.$

Pricing begins at the open (non-contract) rate. Discounts are offered for extended commitments of six and 12-month lengths.