

FIELD & STREAM



ONLINE RATES | 2010

- **4.2M page views per month**
- **16.8M ad impressions per month**
- **Opt-in email newsletter of 125,000+**

Rated #1 hunting and fishing website (@Plan Web Research Summer '09)

Features

- Popular Blogs
 - The Gun Nut
 - Whitetail 365
 - Field Notes
 - Fly Talk
 - TheTip Board
 - The Honest Angler
- Hunting & Fishing Trip Search of 500+ Destinations
- Interactive Quizzes and Message Boards
- Exclusive Photos and Videos
- The Latest Gear and How-To Instruction
- Reader Photo Galleries and Contests

2009 Online Rates

All rates based on CPM or cost per thousand impressions

<u>Creative Size in Pixels</u>	<u>Site Location</u>	<u>Gross CPM</u>
728 X 90	Run of Site	\$32
728 X 90	Targeted Area	\$34
300 X 250	Run of Site	\$32
300 X 250	Targeted Area	\$34
160 X 600	Run of Site	\$32
160 X 600	Targeted Area	\$34
640 X 480	Home Page Takeover	\$80
728 X 90	Newsletter (125K opt-in emails)	\$5,000 net / per blast
300 X 250	Newsletter (125K opt-in emails)	\$5,000 net / per blast
Text Link (35 words or less)	Newsletter (125K opt-in emails)	\$2,500 net / per blast
600 X 800	Dedicated Mailing	\$105 gross CPM

Classified Digital Directories

Field & Stream also offers online classified listings. Listings are updated with new advertisers monthly.

6-month listing: \$365 **with 120 X 60 logo: \$465**
12-month listing: \$630 **with 120 X 60 logo: \$730**

Source: Omniture 3 month average ((third quarter 2009)

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ONLINE SPECS | 2010

Field & Stream Online Creative Unit Specifications

AD TYPE	CREATIVE SIZE:	MAXIMUM FILE SIZE/LOOPS:
Leaderboard	728 X 90 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Wide Skyscraper	160 X 600 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Billboard	300 X 250 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Pop-Up Windows	300 X 250 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Button	120 X 90 pixels	15k max (standard) No rich media accepted.
Introductory Unit	640 X 480 pixels	50k max Flash of Animated Gif only. No expanding rich media

Field & Stream Online Newsletter Banner Sponsorship

CREATIVE SIZE:	MAXIMUM FILE SIZE/LOOPS:
728 X 90 pixels	30k max, Jpeg or Gif Only 15 seconds animation max
300 X 250 pixels	30k max, Jpeg or Gif Only 15 seconds animation max

Field & Stream Online Newsletter Text Sponsorship

TEXT SIZE:	35 words plus advertiser click thru url.
Newsletters are sent out weekly to a database of 125,000 opt in subscribers.	
Newsletters are sent out weekly to a database of 125,000 opt in subscribers. Newsletter ads cannot be third party served. Only clickthru and image redirects accepted. No 1x1 tracking pixels accepted.	

Dedicated e-mails

APPROXIMATE CREATIVE SIZE:	MAXIMUM FILE SIZE:	MAXIMUM FILE SIZE/LOOPS:
600x800 pixels	50k	See the following document for complete dedicated email specs.
Existing Suppression File from any previous dedicated e-mails. This file will be scrubbed against our database of names to ensure we do not send the e-mail to those who previously opted not to receive e-mails. Creative cannot be rich media nor third party served.		

GENERAL ADVERTISING GUIDELINES

- * 24/7 Real Media is used to serve all Bonnier Corp advertisements.
- * All ad units must launch a new browser window when clicked on.
- * Prior to submission, creatives should be tested for stability across all browser platforms.
- * Please adhere to the File Size Specs when submitting creative.
- * All creative is subject to approval by both the website and the Ad Production group.
- * No Cascading Style Sheets (CSS).
- * Clickthru and Alt Text: URL's must be submitted with all creative. Alt text is optional, and cannot exceed 30 characters.
- * Accepted File Formats: HTML, JavaScript, Macromedia Flash, Java, DHTML, GIF, JPG

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RICH MEDIA GUIDELINES

- * Rich Media ads must adhere to File Size Specs for pageloading. Creative can expand to a maximum of 100K subsequent to the initial page load.
- * Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- * Do not use HTML, BODY, and HEAD tags within the code.
- * Images should be hosted locally whenever possible.
- * Nested tables are not recommended.
- * FORM tags should appear outside of TABLE tags.
- * Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, with clearly recognizable on/off button.
- * Flash Ads
 - o Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
 - o All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
 - o A click through URL must be supplied
 - o We accept flash version 6-10
 - o Please follow click-through coding instructions: Flash Coding Instructions

THIRD-PARTY RICH MEDIA GUIDELINES

- * Pre-approved technologies/third-party servers: Eyeblander, Unicast, Pointroll, EyeReturn, Eyewonder.
- * Other Third Party Rich Media technologies are accepted on a case by case basis.
- * Rich media should be served by Java-Script third party tags instead of iFrames.
- * Ad production cannot guarantee that click through data will be tracked for all of the Rich media technologies that are third-party served.
- * All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information.
- * Max initial load file size should not exceed 30k.
- * Additional polite download should not exceed 80k.
- * Frame rate per second should not exceed 18fps.
- * Animation length should not exceed 15 seconds.

Expanding Ads	
INITIAL DIMENSION	EXPANDABLE DIMENSION MAX
728x90	728x270
300x250	550x250
160x600	480x600
Mouse Over / Mouse Off	
* Ad should expand upon mouse over or click on expand button * Ad should retract upon mouse off or click a closed button * If the ad expands with user click, the panel still must retract when mouse is removed * Any sound should be user initiated by click, not mouse over	

Approved Third Party Ad Servers

- * Atlas DMT
- * Bluestreak
- * Doubleclick
- * Mediaplex
- * Interpolis

Delivery Instructions

E-mail creative and urls to:
 Contact: Linda Gomez
linda.gomez@bonniercorp.com

Field & Stream Online complies with IAB Creative Unit Sizes. We reserve the right to reject any advertising materials we deem offensive or inappropriate.