

DISPLAY ADVERTISING AD UNITS

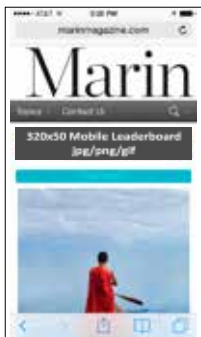
STATIC ROS UNITS



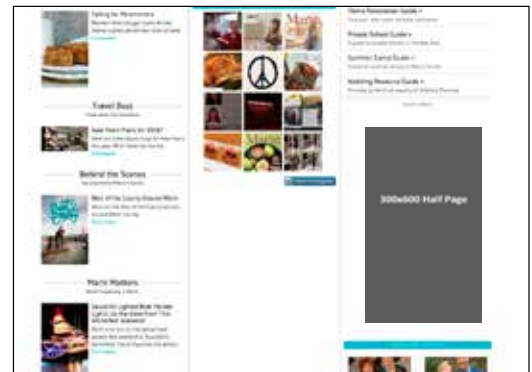
Digital Edition leaderboard unit refreshes every 15 seconds.



STATIC MOBILE UNITS



Leaderboard



STATIC ROS UNITS

LEADERBOARD

- Size: 728w x 90h
- File Type: image / swf / double-click tag
- Action: click-through to URL

ISLAND

- Size: 300w x 250h
- File Type: image / swf / double-click tag
- Action: click-through to URL

HALF PAGE

- Size: 300w x 600h
- File Type: image / swf / double-click tag
- Action: click-through to URL

MOBILE LEADERBOARD

- Size: 320w x 50h
- File Type: image / double-click tag
- Action: click-through to URL

FLASH

DFP supports ActionScript 3 and Flash 10 or lower (no Flash 11). A maximum of 24 frames per second and 3 loops are supported. Maximum file size is 1MB.

BEST PRACTICE

For times when the user's browser does not support creative functionality (Flash, HTML5) provide a standard file image.

ADDITIONAL NOTES

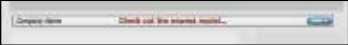
We require seven business days for campaign implementation. Timeframe allows for testing the tags and creative elements, especially when it's a rich media campaign.

RUN OF SITE AD RATES \$15 / CPM


DISPLAY ADVERTISING AD UNITS

Rich Media Ads offer greater visual impact over static banner ads through animation, video and expansion. Marin's Rich Media Ads are built using HTML 5. In addition, Rich Media Ads offer enhanced campaign reporting measuring not only clicks but also ad engagement (mouse-over, open/close). Marin offers services to build Rich Media Ads for the advertiser.


RICH MEDIA FIXED UNITS




Pencil Pushdown header



Pencil Pushdown open




Pencil Pushdown open with video




Interstitial

POSITION: Home page
RATE: \$200/week or \$720/month


RICH MEDIA ROS UNITS




Leaderboard collapsed




Leaderboard open



Island collapsed



Island open



Island w video

RICH MEDIA AD SIZES

- Pencil Pushdown (including video): 970x30 (collapsed) / 970x350 (expanded)
- Interstitial: 960x600 • 300x250 w/video: 300x250
- 300x250 Island: 300x250 (collapsed) / 600x400 (expanded)
- 728x90 Leaderboard: 728x90 (collapsed) / 728x315 (expanded)

SPECS

All Rich Media Ads accept the following file types and formats:

- File types: jpg / png / gif / swf – (300dpi recommended for Retina Displays)
- Video (where applicable): mp4 format, 8mb max (unless using third party hosting)

MATERIAL REQUIREMENTS

- Company logo (hi-res recommended)
- Headline
- Call to action or product slogan
- Product images: 2 or more (hi-res recommended)
- Click-through URL
- Business contact information

RATES

Creative provided by Marin Magazine. \$20 / CPM
 Creative supplied by Advertiser. \$15 / CPM