

Svconline.com web ads are a dynamic, creative option for your campaign.

These ads ensure your message gets the most exposure, response, and brand value possible.

RUN-OF-SITE POSITIONS

Maximize your reach, brand impact, and response on svconline.com in one of our run-of-site positions.

These ad positions give you plenty of room for your creative and maximize impact.

Your ad will appear on the home page and all run-of-site pages.

AD TYPE	SIZE	FILE SIZE
1 Leaderboard	728x90	max 35K for GIFS
2 Navigation Bar	125x125	max 35K for GIFS
3 Boom Box	300x250	max 35K for GIFS
4 Sponsored Text Link	60 plain-text characters, includes spaces and punctuation	

SVCONLINE.COM TECHNICAL SPECIFICATIONS

- Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliver
- Will accept for testing: DHTML, Audio, Real, Shoshkeles, Tomboy
- Non-accepted formats: Java, Java Applet, Video
- 3rd Party Ad Serving: The Publisher will accept most 3rd Party Ad Tags including DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.
- Dimensions and file sizes: 120x600, 240x400, 250x250: 25K; 468x60, 180x150, 125x125, 120x240: 15K; 234x60: 12K; 120x60: 8K
- Frames and looping: Maximum frames = four; looping = three times
- Materials due: Two business days prior to posting for banner ads and five days prior to posting for rich media ads. Includes referring URL and alternate text with instructions.
- Cancellation policy: Banners, sponsorships and eNewsletters require a two-week written cancellation notice.
- More detailed specs available upon request



WEB SITE PACKAGED PRODUCTS

PRODUCTS - SOLD MONTHLY:	OPEN RATE	3X	6X	9X	12X
One Stop	\$2,100.00	\$1,995.00	\$1,890.00	\$1,785.00	\$1,680.00
Pop Quiz	\$4,200.00	\$3,990.00	\$3,780.00	\$3,570.00	\$3,360.00
Sponsored Links - Run of Site	\$1,575.00	\$1,496.00	\$1,418.00	\$1,339.00	\$1,260.00
Online Custom Surveys	\$8,400.00	\$7,980.00	\$7,560.00	\$7,140.00	\$6,720.00
Podcast - Editorial	\$4,200.00	\$3,990.00	\$3,780.00	\$3,570.00	\$3,360.00
White Paper Hosting	\$2,100.00	\$1,995.00	\$1,890.00	\$1,785.00	\$1,680.00

RUN-OF-SITE PRODUCTS

PRODUCTS—SOLD CPM	OPEN RATE	3X	6X	9X	12X
Introstitial	\$525.00	\$499.00	\$473.00	\$446.00	\$420.00
ROS - Premium Boom Box (300X250)	\$68.00	\$65.00	\$62.00	\$58.00	\$55.00
ROS - Top Leaderboard (728X90)	\$58.00	\$55.00	\$53.00	\$49.00	\$46.00
ROS - Navigation Bar (125X125)	\$37.00	\$35.00	\$34.00	\$32.00	\$29.00

WEBCASTS

Products—by Event:	Open Rate	3X	6X	9X	12X
Webcast - Sponsored Feature	\$8,225.00	\$7,819.00	\$7,400.00	\$7,000.00	\$6,600.00
Webcast - Editorial	\$7,000.00	\$6,650.00	\$6,300.00	\$5,950.00	\$5,600.00
Webcast - Tutorial	\$5,800.00	\$5,510.00	\$5,235.00	\$4,975.00	\$4,725.00

(All electronic rates quotes as "NET." Agency discounts do not apply)