

## ► ELECTRONIC MEDIA

# OTHER OPPORTUNITIES

### LET CI HOST YOUR WEB SEMINARS

- Get your unique message out to customers and prospects economically and electronically, plus benefit from all the promotional efforts and PR!
- We provide the site and administration, handle the invitations and promotion, and give you a post-show report on attendees.
- All you do is supply your speaker and presentation!
- Single, inclusive fee

#### Use CI Online Solutions Web Seminars to:

- introduce new products
- educate users on product use
- share new technologies
- demonstrate equipment capabilities
- present product applications
- review sales strategies

CI display advertiser	\$3500 net
Non advertiser	\$4900 net

Contact your sales rep for more information, to discuss topics or to arrange for your seminar.

### BUYERS' GUIDES AND DIRECTORIES

Get your company information into the hands of buyers in your industry looking for your products. Newly expanded online directory options make it easier for buyers to find you and easier for you to make your company stand out.

- Online listings and logos - with hotlinks and e-mail links
- Keyword Search- more exposure for your online listings
- Preferential Results – appear at the top of product categories
- Company Detail Pages – post more info in your listing
- Directory Enhancements (in selected directories)
  - Directory Banner Ads
  - Directory-wide Tile Ads
  - Videos
  - Spec Sheets
  - RFPs
  - Photos



Contact Ginny Reisinger for more information on Directories enhancements: reisingerg@bnpmmedia.com, 614-760-4220

## ► ELECTRONIC MEDIA SPECIFICATIONS

### E-NEWSLETTERS

The following information must be provided when placing an E-newsletter ad:

- START date of ad campaign
- END/ THRU date of ad campaign
- Specific location(s) within the page
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

<b>Ad Sizes:</b>	Banner ad - 468 x 60 pixels Tile ad - 125 x 125 pixels
<b>File Size:</b>	20k (20,000 bytes) or less
<b>Colors:</b>	256 colors or less
<b>Resolution:</b>	72 dpi
<b>Format:</b>	JPG or GIF/Animated GIF only; No Flash files in eNewsletters

### WEB ADS

The following information must be provided when placing an E-newsletter ad:

- START date of ad campaign
- END/ THRU date of ad campaign

- Specific Web page(s) & specific location(s) within the Web page [if applicable]
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

<b>Ad Sizes:</b>	Banner ad - 468 x 60 pixels Tile ad - 125 x 125 pixels Sponsor Button – 120 x 60 pixels Skyscraper Ad – 120 x 600 pixels Box Style Feature Ad – 300 x 250 pixels
<b>File Size:</b>	40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's
<b>Animation:</b>	Within ad units: 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.
<b>Colors:</b>	256 colors or less
<b>Resolution:</b>	72 dpi
<b>Format:</b>	JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

#### Technical Guidelines:

- All ads should be coded so that click-thrus launch a new browser window using target="\_blank".

## ► ELECTRONIC MEDIA SPECS CONT.

- 3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.
- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

### SWF-FLASH SPECIFICATIONS:

- Must be published for Flash 8 plugin or lower.
- Must have a clicktag encoded:  
on (release)  
{  
  getUrl(clickTAG, "\_blank");  
}
- A default gif or jpg must be submitted for visitors without Flash or JavaScript
- Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.
- Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

### RICH MEDIA SPECIFICATION

- Ad Sizes:** Floating Ad (Under Search Bar) – 468 x 60 pixels (animation stage varies)  
Expandable Banner Ad (Under Search Bar) – 468 x 60 pixels (468 x 400 total animation stage)  
Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)
- File Size:** 80k (80,000 bytes) or less – All Rich Media ads [40k initial file size, 80k additional file size (Polite Download)]
- Animation:** Within ad units: 30 seconds maximum without being re-initiated by the user. If overlaying content: 10 seconds maximum to reach final resting place. 15 seconds maximum for total animation.
- Colors:** 256 colors or less
- Resolution:** 72 dpi
- Format:** SWF\*(Adobe Flash, must include .FLA file)

### Technical Guidelines:

- All ads should be coded so that click-thrus launch a new browser window using target="\_blank".

- 3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.
- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

### SWF-FLASH SPECIFICATIONS:

- Must be published for Flash 8 plug-in or lower.
- Must have a clicktag encoded:  
on (release)  
{  
  getUrl(clickTAG, "\_blank");  
}
- A default gif or jpg must be submitted for visitors without Flash or JavaScript
- Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.
- Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

### VIDEO SPECIFICATIONS

- Video Sizes:** 320 x 240 pixels  
640 x 480 pixels  
275 x 250 pixels (Homepage video)
- File Size:** 20MB
- Running time:** Less than 5 minutes (for longer Videos please contact your sales person)
- Format:** Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

### PODCAST SPECIFICATIONS

- Format:** mp3
- File Size:** 2MB
- Running time:** Less than 2 minutes (for longer podcasts please contact your sales person)