

INTRODUCING THE NEW...

HISTORYnet.com

Clean,
uncluttered layout
gives your ads
more prominence

Custom
advertiser
sections increase
your exposure

The screenshot shows the HISTORYnet.com website layout. At the top, there's a banner for 'TANK T-34' with technical details like 'Gun: 1x85-MM' and 'Sighting range: 1500 M'. Below this is a navigation bar with 'Weider History Group' and 'HISTORYnet.com Live The History'. A search bar and social media icons are also present. The main content area features a 'Main Feature' section with a profile of Stephen Petranek, editor in chief of Weider History Group, and a book review for 'THE TOWER AT PETITE VIGNE' by Rob Stone. There are also sections for 'History Net - Live The History', 'WEB ONLY EXCLUSIVES' featuring 'Dornier's Record-Setting Jet Transport', and a 'LiveThe HISTORY Daily Quiz' about the deaths of Gus Grissom, Ed White, and Roger Chaffee in 1967. A 'What Happened Today in History?' section shows 'OCT 24'.

Web-exclusive
content drives
new traffic—and
new sponsorship
opportunities

Changing daily
features
constantly bring
new traffic to the
site...and to your
ads

The online destination for more than
600,000 history enthusiasts.

ADVERTISING SPECIFICATIONS

Leaderboard Banners:

Placements: Located on all pages of site/network
Dimensions: 728 wide x 90 tall; file Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Wide Skyscrapers:

Placements: Located on all pages of site/network
Dimensions: 160 wide x 600 tall; file Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash).
Other Rich Media must be served externally.

Half Page Banner:

Placements: Located on many, but not all pages of site/
network
Dimensions: 300 wide x 600 tall; file Size: 40kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Medium Rectangle:

Placements: Located on many, but not all pages of site/
network
Dimensions: 300 wide x 250 tall; file Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Site Skin:

Placements: Located on many, but not all pages of site/
network
Dimensions: 1300 x 800, with 974x91 clickable top con-
nector banner; file Size: 175k, Max Flash: 50k
File Types: jpg, swf (connector only)

E-Newsletter:

Placements: Leaderboard 728 x 90 or 300 x 250
Dimensions: 728 x 90 or 300 x 250; file Size: 30kb
File Types: We only accept .gif or .jpg

Heritage Travel Directory, Book and DVD Guide, Heritage & History Auction Guide:

Provide 300x250, URL and 25 words of copy.

Flash Specifications:

To ensure proper testing of creative, please submit 5 days before campaign. Provide creative in Flash (.swf) format. Include back-up .gif file (to support viewers who do not have Flash enabled). Maximum file size is 30K. Provide a click-through URL—do not hard code into .swf file. Include a Button Action in the Flash file coded as follows: on (release) {getURL (clickTAG, “_blank”);} Any action must be click-initiated, not rollover initiated. For detailed instructions for Flash ad creation, please visit: <http://www.adobe.com/resources/richmedia/tracking/>

Material Submission:

Please submit your materials five (5) business days before the start date of a campaign to:

Main Site and email ads:

Brian.King@weiderhistorygroup.com

Heritage Travel Directory, Book and DVD Guide, Heritage & History Auction Guide:

Kurt.Gardner@weiderhistorygroup.com

Make sure to provide a contact email address which you'd like us to inform when your campaign goes live. We reserve the right to reject any banner, URL or other creative element.

STANDARD IAB AD SIZES AVAILABLE

