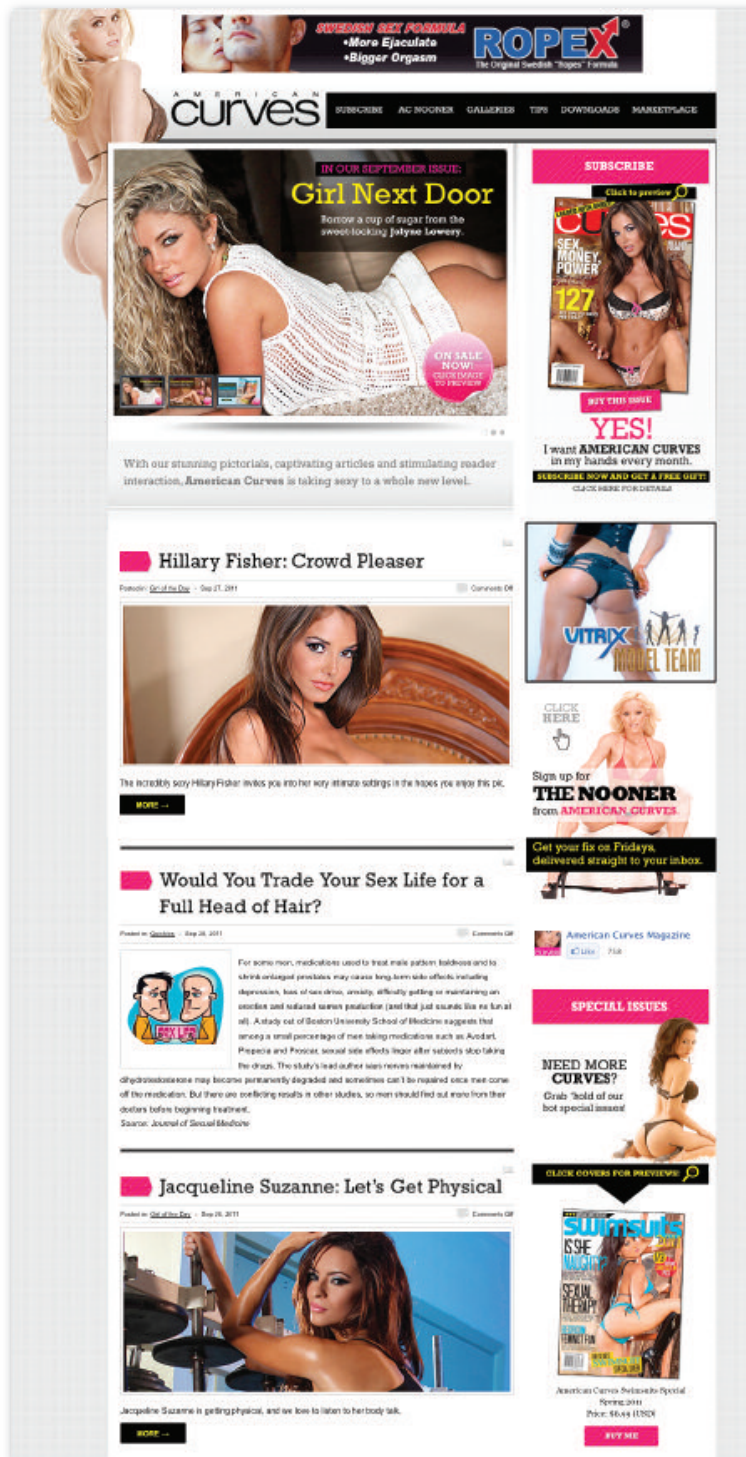


A M E R I C A N
curves



DIGITAL
MEDIA
KIT
2012

WEBSITE OPPORTUNITIES



Leaderboard Banner

728 x 90 px, displays on all pages
Expandable leaderboard available
\$10 CPM/month

Medium Rectangle

300 x 250 px, displays on all pages
Expandable medium rectangle available
\$8 CPM/month

High-Impact Rectangle (Big Boy)

960 x 200 px, located under navigation bar,
available on all pages
\$13 CPM/month

Home Page Takeover

Ad takes over entire home page for 15 seconds
or until user closes
Available on home page only
\$20 CPM/month

Rotator Slide

640 x 440 px, available on home page only
\$25 CPM/week

Background Wallpaper (not pictured)

1660 x 1000 px, available on home page only
\$12 CPM/month

Preview Book Insert

375 x 516 px (single) or 750 x 516 px (double),
available for any preview book
\$10 CPM/month

Contests

Contact your account representative for more details

SIZE DOES MATTER!

105,200 unique visitors per month
667,400 monthly page impressions*

E-MAIL OPPORTUNITIES



◀ The Weekly Nooner Sponsorship

Delivered every Friday to **35,400** lucky guys!

Includes **Leaderboard Banner** (728 x 90) and **Medium Rectangle** (300 x 250).
\$1,500/month

Nooner sponsorships are on a per month basis; with 4 deliveries per month. Ads remain the same for the entire month

Ad booking: 14 days prior to delivery

Material deadline: 10 days prior to delivery

SOCIAL



American Curves is on Facebook and Twitter!

Co-branded Digital E-mail Blast ▶

Sent to **35,000** subscribers!

650 x 550 pixels. Includes subject line and link to website.
\$100 CPM

Delivery Date: First Monday of each month or custom

Ad Booking: 14 days prior to delivery

Material Deadline: 10 days prior to delivery



Also Available:

Holiday Gift Guide, New Year New You, Mother's Day Gift Guide, Father's Day Gift Guide

Please contact your advertising representative for upcoming Web site newsletter booking dates, details and deadlines.

All E-newsletters and co-branded e-blasts are sold on a one-time basis. All rates are in Net USD. Web stats as of Feb. 2012.

SPECIFICATIONS

IAB Standard Advertising Units (www.IAB.net)

Leaderboard Banner: 728 x 90

Medium Rectangle: 300 x 250

Max file size 40k; JPEG (preferred), GIF or PNG; link required

High-Impact Rectangle (Big Boy)

960 x 200; under 40k; JPEG (preferred), GIF or PNG; link required

Expandable Banners

Leaderboard Banner, High Impact Rectangle, Medium Rectangle, Wide Skyscraper:

- Expandable to a maximum of 2x the original file size; under 40k; JPEG, GIF or SWF. Rich media 80k
- Animation – unlimited; Looping – unlimited
- File Format: Please submit 3rd party creative – custom HTML/Javascript snippets
- Visible close button is required on all expanded panels (SWF only)
- Audio/video – user initiated only. A visible mute button is required as well as a play/stop/pause button (SWF only)
- Expansion on mouse over or click
- If flash-based, please embed links for SWF files and provide a fall-back image (JPEG, GIF or PNG).
- Hot-spot subject to editorial approval

Home Page Takeover

Advertisement ‘pops up’ or ‘takes over’ entire home page for 15 seconds or until user activates manual Close (X) option

This ad appears 1 view per user, per day

- Max 960 x 500; under 300k; JPEG (preferred), GIF or PNG; link
- Close window function will be inserted by RKP
- 3rd party HTML/Javascript accepted on a case-by-case basis

Rotator Slide

May be inserted into any active slide player. Placement occurs from slide 3 onward. Note: All creative is subject to editorial approval

- 640 x 440; under 200k; JPEG (preferred), GIF or PNG; link

Background Wallpaper

Large image replaces current site background. Limited to 1 page per client. Note: The wallpaper is not a clickable image

- 1660 x 1000; under 100k; JPEG (preferred), GIF or PNG

Preview Book Insert

Preview Book print ad insert. Preview Books appear on websites as well as in newsletters.

- Double-page spread 750 x 516; Single-page 375 x 516
- Subject to a one month run-time
- These specs dependent on client being in print book as well,

with print specs

- Tracking #s per preview book view – not per page

Contest Prize Promotion

- High-res PSD or TIFF of product – clear or white background
- Description of product (25-30 words); Link
- Please contact your Account Representative for terms and conditions.

Nooner Sponsorships

Leaderboard Banner: 728 x 90; under 40k; JPEG, GIF or PNG

Medium Rectangle: 300 x 250; under 40k; JPEG, GIF or PNG

- Link required

Co-branded Digital E-mail Blast

- Image for ad: Ideal size 650 x 550 (can be shorter or taller; max width 720); under 300k; JPEG, GIF, HTML (provided and hosted by client)
- Subject line. Please note “Advertiser Offer” will appear in front of subject line copy when applicable.
- Link to website for fulfillment of offer
- Special instructions, if any
- Specify delivery date
- Email address of client who will approve test blast

Please note: May require a disclaimer notice. *American Curves* branding will enclose ad. ie, *American Curves* logo at top, Robert Kennedy Publishing logo at bottom.

Please contact your advertising representative for upcoming Web site newsletter booking dates, details and deadlines.

Please note all ad material is subject to editorial approval. Certain products (ie. Co-branded Digital E-mail Blast) may require a disclaimer notice.

