

A photograph of a very muscular man, shirtless, performing a bent-over dumbbell row. He is wearing light blue athletic shorts. He is holding two black dumbbells, each with a yellow label that says '60'. The dumbbells also have the brand name 'WANKO' visible. The background consists of lush green trees and a clear sky, suggesting an outdoor gym setting. The lighting is bright, highlighting the man's physique.

**MAXIMUM
FITNESS**

ONLINE MEDIA KIT

WEBSITE OPPORTUNITIES



3,900
Monthly unique
visitors

76,400
Monthly page
impressions

Leaderboard Banner

728 x 90 px, displays on all pages
Expandable leaderboard available
\$15 CPM

Medium Rectangle

300 x 250 pixels, displays on home page only
Expandable medium rectangle available
\$13 CPM

Video Pre-roller

Pre-roll video ad, max 15 seconds, displays
home page and/or main video page
\$15 CPM

Home Page Takeover

Ad takes over entire home page for 15 sec or
until user closes, available on home page only
\$20 CPM

Background Wallpaper (not pictured)

1660 x 1000 px, available on all pages
\$12 CPM

All banner ads on a per month basis. All rates in Net USD.

*Web stats as of Oct. 2011

E-MAIL OPPORTUNITIES



MAXFIT'S E-NEWSLETTER

Delivery bi-monthly

16,500 subscribers and growing!

Exclusive Offer

Includes **Description of Offer**, how to access it, product photo and link to your web site plus **Skyscraper Banner** (160 x 600 px) \$1,200/newsletter

Wide Skyscraper

160 x 600 px
\$600/newsletter

CO-BRANDED DIGITAL E-MAIL BLAST



Sent to **16,000** subscribers!

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

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.

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

Expandable Banners

Leaderboard Banner, Medium Rectangle:

- 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

Video Pre-Roller

Pre-roll video ad, max 15 seconds in length

- .mov/.flv formats accepted
- Finished video dimensions to be in 16:9 (preferred) or 4:3 aspect ratios.

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 required
- Close window function will be inserted by RKP
- 3rd party HTML/Javascript accepted on a case-by-case basis

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

E-newsletter Exclusive Offer

- Skyscraper banner: 160 x 600; under 30k-40k
- High-res PSD or TIFF of product - clear or white background
- Title and description of offer: 50-75 words. Please include any special instructions (ie. promo codes).
- Link to website for fulfillment of offer
- Email address of client who will approve test email

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. *Maximum Fitness* branding will enclose ad. ie, *Maximum Fitness* 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.



MAXIMUM FITNESS