

oxygen

DIGITAL
MEDIA KIT



Website Opportunities

With health and training tips, nutritional information, online forums, information from the experts, and much more, oxygenmag.com is the ultimate complement to the best women's training magazine around!



Leaderboard Banner

728 x 90 px, displays on all pages
Expandable Leaderboard available
Top and bottom available
\$15 CPM/month

Medium Rectangle

300 x 250 px, displays on all pages
Expandable Big Box available
\$13 CPM/month

Wide Skyscraper (not pictured)

160 x 600 px, available only on main blog page
Expandable Wide Skyscraper available
\$13 CPM/month

High-Impact Rectangle (Big Boy)

960 x 200 px
Available on all pages
\$13 CPM/month

Video Pre-Roller

Pre-roll video ad, max 15 seconds, displays on all pages
\$15 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

620 x 450 px, available on Home Page
\$25 CPM/week

Background Wallpaper (not pictured)

1660 x 1000 px, available on all pages
\$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

Client Content Page



Includes:

Two Leaderboard Banners (at top and bottom)
Medium Rectangle Banner

Also May Include:

Lead Image (approx 620 x 450 px)

Article (approx 300-500 words)

Embedded Video or Video Thumbnail Link to external client video (approx 620 x 390px)

\$3,500 net USD/month

Note: A sponsored article is highlighted and listed as a sponsor page on the article listing page, with the company logo.



Also available:

Sponsor Blogs ie. Neat Stuff

SOCIAL

28,000 people like *Oxygen* on Facebook
Oxygen has 10,800 followers on Twitter

*As of Feb. 2012

E-mail Opportunities



Newsletter sent to
145,700
subscribers

E-newsletter

Our brand-new redesigned newsletter is better than ever and sent twice per month! Ad opportunities on a monthly basis.

A Leaderboard banner (728 x 90 px)

Top and bottom available

\$15 CPM

B Video Pre-roller

\$15 CPM

C Medium Rectangle (300 x 250 px)

\$13 CPM

D Contest

Showcase your product as a prize in our contest! Includes product description, photo and link.

*Also available in featured content area.

E Preview Book Insert

Print ad insert 375 x 516 px (single) or 750 x 516 px (double)

\$10 CPM

All Ad Bookings: 14 business days prior to delivery

Material Deadline: 10 business days prior to delivery

Digital Co-Branded E-mail Blast

650 x 550 px. Includes subject line and link to website.

\$50 CPM

Frequency: First Monday of each month or custom

Ad Booking: 14 days prior to delivery

Material Deadline: 10 days prior to delivery

E-mail blast sent to
127,100
fitness enthusiasts!



Also available: Group Co-blasts

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

\$10 CPM per group blast

All E-newsletters are sold on a one-time basis. All rates are in Net USD

*Web stats as of Feb. 2012

IAB Standard Advertising Units (www.IAB.net)

Leaderboard Banner: 728 x 90

Medium Rectangle: 300 x 250

Wide Skyscraper: 160 x 600

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

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

Rotator Slide

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

- 620 x 450; under 200k; JPEG (preferred), GIF or PNG; link required

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.

Client Content Page

- Leaderboard Banner: 728 x 90; under 40k; JPEG, GIF or PNG
- Medium Rectangle: 300 x 250; under 40k; JPEG, GIF or PNG
- Lead Image: approx 616 x 437
- Logo and link
- Article: approx 300-500 words
- Embedded video or video thumbnail link: approx 620 x 320

E-newsletter

- Leaderboard Banner: 728 x 90; under 40k; JPEG, GIF or PNG
- Medium Rectangle: 300 x 250; under 40k; JPEG, GIF or PNG
- Contest: High-res PSD or TIFF of product – clear or white background; Short description of product (10-15 words). Contact your Account Representative for terms and conditions
- Video Pre-Roller: See Video Pre-Roller specs
- Preview Book Insert: See Preview Book Insert specs

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. *Oxygen* branding will enclose ad. ie, *Oxygen* 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.