

Casual Living®

2010 WEBSITE PRICING

For More Information, contact:

Norman Hamilton, Publisher
336-605-3790
norman.hamilton@reedbusiness.com

Kathy Humble, Sales Administrator
336-605-3783
kathy.humble@reedbusiness.com

88 x 31
Search
Sponsor
\$11 CPM

336 x 280
Boom Box
\$68 CPM

The screenshot shows the Casual Living website homepage. At the top, there's a navigation bar with links for Home, Magazine, Casual Furniture News, Products, Hot Water, Newsletters, Blogs, Research, Classifieds, and Catalogs. A 'black friday now!' banner is prominent. The main content area is divided into several sections: 'TOP STORIES' with a featured article on Outdoor Kitchens; 'NEWS FROM THE INDUSTRY' with articles on China International Furniture Fair and Woodcraft; 'BUYER'S GUIDE' with categories like Garden Decor, Outdoor Dining Sets, Deep Seating, Barbecue Grills, Casual Furniture Retailers, and Business News; 'DESIGN EXCELLENCE AWARDS' featuring a chair; and 'EXPERT BUSINESS SOURCE' with job openings and economic news. A sidebar on the right includes 'CURRENT ISSUE', 'CASUAL LIVING NEWSLETTERS', 'CASUAL LIVING VIRTUAL TOURS', and 'OTHER HOME FURNISHING SITES'. At the bottom, there's a 'Resource Center' and 'Sponsored Links'.

728 x 90
Leaderboard
\$47 CPM

982 x 30
Ticker
\$62 CPM

160 x 600
Skyscraper
\$62 CPM

88 x 31
Blog Sponsor
\$11 CPM

88 x 31
Poll Sponsor
\$11 CPM

Please ask your sales representative about our Rich Media options and pricing:

- Welcome Page Interstitial
- Peel Back
- Floating Layer
- Footer
- In Banner Video

For complete Rich Media samples and creative specs go to:
www.rbinteractive.com/info/CA6424943.html

Sponsored
Links
\$11 CPM



WEBSITES – ELECTRONIC MEDIA MATERIAL SPECIFICATIONS

1. Ad materials are needed 1 week to 10 days prior to going Live
2. Include the ad size, posting position and posting dates when submitting (example: 728x90, leaderboard Position #1, <http://www.abccompany.com>)
3. gif, jpeg or Flash files accepted: Flash requires **both** the .swf and .gif files in order to upload to our server – **no exceptions**
4. With Flash, if we are tracking clicks for the advertiser, we require the proper click-tag be embedded into the Flash file (click-tag info below*) NOTE: 35k max file size and a working URL (domain address) for us to link the ad to.
5. If using Flash, it has to be version 5.5 or higher. Please use the Macromedia link attached for the click-tag instructions for your .swf file.
http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

*CLICK-TAG INFORMATION (For FLASH Files)

Instead of having this

```
on (release) {  
getURL (http://www.companywebsite.com, "_blank");  
}
```

You want to have this

```
on (release) {  
getURL (clickTAG, "_top");  
}
```

The above needs to be EXACT. An extra quotation mark or comma will cause errors.

Then you need to publish out a .swf or .gif with the following settings:

Flash (.swf) TAB
Disable Audio Stream
Disable Audio Event
Version Flash 5

.Gif TAB
Playback: Animated, Loop continuously

When all this is completed, send the published files to:
rbi-ads@adconductor.com
Subject Line: Publication Name/Advertiser Name