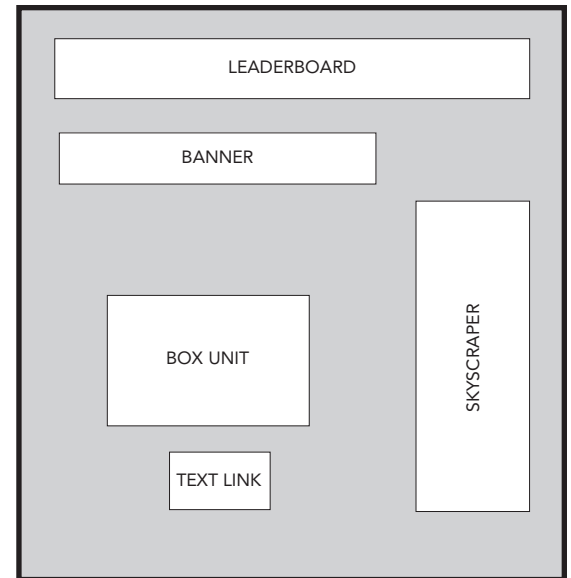


General Online Specifications: WEBSITES

SPECIFICATIONS & PRICING COMPARISON GUIDE

AD DESCRIPTION	AD SIZE (pixels)	PRICE
LEADERBOARD	728 x 90	\$100/CPM
BANNER	468 x 60	\$85/CPM
SKYSCRAPER	160/120 x 600	\$110/CPM
BOX UNIT	336 x 280/300 x 250	\$125/CPM
TEXT LINK	Link	\$35/CPM
INTER-/PRE-STITIAL	640 x 480	\$150/CPM



AD UNIT SPECIFICATIONS

Required Files	Size or Length	Loop/Time	Media Types Accepted	Audio Accepted	3rd Party Serving
.jpg, .gif, rich media, 3rd party tag, click through URL	50k	3 loop/30 sec	Any	User Enabled Audio Streams Only	Yes

GENERAL CREATIVE GUIDELINES

- All creative's must be approved and tested before a campaign can begin.
- Creative's must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
- Animations should run for shorter than three loops or 30 seconds
- Flash creative's should use **Click-Tag instead of Click-Through** (http://www.adobe.com/resources/richmedia/tracking/designers_guide/) on (release) {getURL (clickTAG,"_blank");}
- When submitting rich media, an alternate .gif is required
- Expandable or "Out of Banner" Rich Media creatives must be click initiated
- Expandable or "Out of Banner" Rich Media creatives must no larger than twice the banner size
- Audio ads must be user initiated and are subject to editorial approval

RICH MEDIA

Accepted Ad Formats	Expandable Banner, Standard Banner, Peel Backs, Page Take-overs
Lead Time	4 days
Maximum file size	100 KB
Accepted Flash Versions	up to Flash 10

CUSTOM BANNER DESIGN

Fees*

- Banner Design Cost — any size (jpeg/gif) ..\$250/unit
 - Banner Design Cost — flash\$450/unit
 - Form and Landing Page Design\$750/page
- * Fees include two rounds of revisions. Additional changes beyond this two rounds will cost \$100/round of revisions.

Creative's not in compliance with NewBay Media Online Ad Specs are subject to a delay in campaign launch.

Please send creative to rmermel@nbmedia.com no later than two business days before campaign launch

*If client is running a Flash (.swf) file, please contact rmermel@nbmedia.com for click tag coding instructions

General Online Specifications: VIDEO

PRE-ROLL SPECS

CONTENT LENGTH: 10-15 seconds

VP6 (FLASH) ENCODING RECOMMENDATIONS

Video Codec:On2 VP6

Encoding:2-Pass VBR

Resolution:*For standard 4:3 aspect ratio content: 480x360 pixels*

For widescreen 16:9 aspect ratio content: 480x270 pixels

Maintain Aspect Ratio:Off (The above resolution settings will provide the correct aspect ratio.)

Frame Rate:Same as source

Video Data Rate:464 kbps

Audio Data Rate:48 kbps

Total Data Rate:512 kbps

Keyframe:At least every 6 seconds

H.264 ENCODING RECOMMENDATIONS

Video Codec:

Encoding:2-Pass H.264

Keyframe:At least every 6 seconds