

# PRW



## Media Information 2012

[www.prw.com](http://www.prw.com)

Connecting you to your customers

t: +44 (0) 208 253 9600 e: [mabarber@crain.com](mailto:mabarber@crain.com) e: [afalshaw@crain.com](mailto:afalshaw@crain.com)





## Media Information 2012

### YOUR UNBEATABLE ROUTE TO THE UK PLASTICS MARKET

PRW has been an integral part of the UK Plastics market for over 46 years and with its mix of timely news, business analysis and technology coverage it remains THE essential read for managers and decision makers across the UK.

PRW has an independently audited fortnightly circulation of 10,266\* which combined with an average monthly traffic on prw.com of 21,404\*\* offers an unparalleled route to market in products of the highest editorial quality.

#### Why does editorial excellence matter?

With a choice of magazines available on the market, it is important that you choose the one that delivers newsworthy and insightful information and analysis written by experts. With a historical record of delivering excellence - PRW continues to be the magazine of choice.

Working in an increasingly pressurised environment the market also needs a quick and reliable source of information on a daily basis and prw.com provides exactly that. Written by the same experts behind PRW our on line product has grown in strength and profile over the years and now enjoys average traffic of 21,404 unique users per month.

As a general rule, not everyone who reads PRW visits the website, and likewise our website visitors do not necessarily read PRW.

Although there is an overlap, using both the magazine and website as a combined marketing tool will ensure that you target all the market in a comprehensive and innovative fashion.

\*ABC 2010  
\*\* Publisher's Statement



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### QUALITY MATTERS

**PRW** is the foremost title serving the UK polymer industry. **PRW** is committed to maintaining and improving its circulation to constantly reflect the industry. **PRW** is audited by the Audit Bureau of Circulations, it is proof that our readers are who we say they are.

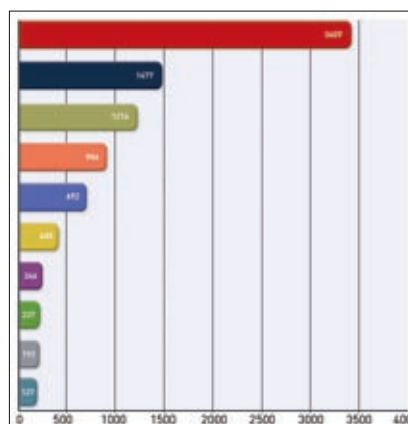
**PRW** has the highest average circulation of any UK plastics title of 10,266\* copies per issue.

#### Products Bought or Specified\*\* (Number of copies)

| Machinery             |       | Materials                   |       |
|-----------------------|-------|-----------------------------|-------|
| Injection Moulding    | 4,988 | Commodity Thermoplastics    | 4,505 |
| Blow Moulding         | 1,096 | Engineering Thermoplastics  | 4,683 |
| Extrusion             | 2,453 | Thermosets                  | 1,260 |
| Compounding Machinery | 1,267 | Additives/Colouring Systems | 2,963 |
| Ancillaries           | 3,118 | Adhesives                   | 2,275 |
| Vacuum/Thermoforming  | 1,284 | Rubber/Elastomers           | 2,480 |
| Compression Moulding  | 1,102 | Composites                  | 1,294 |
| Other Machinery       | 388   | Polyurethane                | 1,813 |
|                       |       | Other Materials             | 351   |

#### Job Title / Function\*\* (Number of copies)

|   |       |
|---|-------|
| Board Level Management/ Director/Proprietor | 3,407 |
| Production Manufacturing Management         | 1,477 |
| Technical Management                        | 1,216 |
| Product Design Development                  | 906   |
| Engineering Design Management               | 692   |
| Research & Development                      | 405   |
| Purchasing Management                       | 246   |
| Technical/Design consultancy                | 227   |
| Maintenance/Quality Control                 | 192   |
| Other Management                            | 127   |



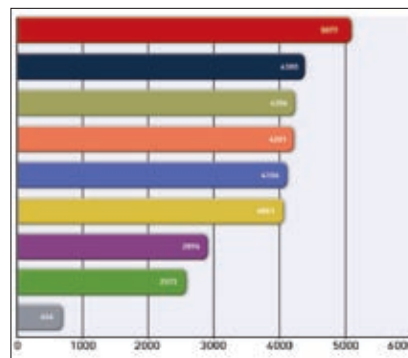
ABC 1 Jan 2010 - 31 Dec 2010\*

#### Geographical Analysis\* (Percentage of copies)

|                  |     |
|------------------|-----|
| South West       | 8%  |
| South East       | 23% |
| London           | 3%  |
| Wales            | 5%  |
| Midlands         | 17% |
| East Anglia      | 4%  |
| East Midlands    | 12% |
| North West       | 13% |
| Yorkshire        | 8%  |
| Northern         | 4%  |
| Scotland         | 3%  |
| Northern Ireland | 1%  |

#### Industry Served\*\* (Number of copies)

|  |       |
|--|-------|
| Automotive & Transportation                      | 5,077 |
| Building & Construction                          | 4,380 |
| Packaging  | 4,206 |
| Domestic Applications/ Sports Toys/Leisure Goods | 4,201 |
| Medical & Pharmaceutical                         | 4,106 |
| Electrical/Electronics/ Telecommunications       | 4,061 |
| Mechanical Engineering                           | 2,896 |
| Aerospace/Defence                                | 2,573 |
| Other Industries Served                          | 664   |





### SPECIAL FEATURES 2012

| Issue date   | Editorial deadline | Topic  |
|--------------|--------------------|--|
| January 6    | 23 December        | Energy efficiency  |
| January 20   | January 6          | Materials/producers/distributors   |
| February 3   | January 20         | Colourants, additives & masterbatch  |
| February 17  | February 3         | Injection moulding   |
| March 2      | February 17        | Rotational moulding<br>Engineering polymers  |
| March 16     | March 2            | Mouldmaking & rapid prototyping  |
| March 30     | March 16           | In-mould decoration & printing<br>Thermoplastic elastomers<br><b>UK Ancillaries Marketplace Supplement</b> |
| April 13     | March 30           | Robotics, automation & control   |
| April 27     | April 13           | Medical plastics<br>Medtec UK show preview   |
| May 11       | April 27           | PDM show preview: Machinery, ancillaries, moulds<br><b>Design Chain Supplement</b>                         |
| May 25       | May 11             | PDM show preview: Materials, distributors, design  |
| June 8       | May 25             | Injection moulding   |
| June 22      | June 8             | Packaging & thermoforming  |
| July 6       | June 22            | Materials/producers/distributors   |
| July 20      | July 6             | Colourants, additives & masterbatch<br><b>Plastics Ireland 2012 Supplement</b>                             |
| August 3     | July 20            | Blow moulding<br>Composites  |
| August 17    | August 3           | Foam polymers & fabricators<br>Hot runners   |
| August 31    | August 17          | Recycling & sustainable manufacturing<br>RWM show preview  |
| September 14 | August 31          | Materials/producers/distributors   |
| September 28 | September 14       | Colourants, additives & masterbatch  |
| October 12   | September 28       | Materials handling & drying<br>Extrusion<br><b>Design Chain Supplement</b>                                 |
| October 26   | October 12         | Injection moulding   |
| November 9   | October 26         | Compounding  |
| November 23  | November 9         | Robotics, automation & control   |
| December 7   | November 23        | Packaging & thermoforming<br><b>Medical Plastics Supplement</b>  |

### EDITORIAL CONTACTS

|                 |               |                  |                    |
|-----------------|---------------|------------------|--------------------|
| Editor          | Hamish Champ  | +44 20 8253 9610 | hchamp@crain.com   |
| Features Editor | Barry Copping | +44 20 8253 9612 | bcopping@crain.com |
| News Editor     | Anthony Clark | +44 20 8253 9613 | aclark@crain.com   |

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### PUBLICATION RATES

#### Display Advertisements

| Advertisement Size | Single insertion | 3 insertions | 6 insertions | 11 insertions | 26 insertions | 39 Insertions | 52 insertions |
|--------------------|------------------|--------------|--------------|---------------|---------------|---------------|---------------|
| % Discount         | 0                | 10           | 15           | 20            | 30            | 35            | 40            |
| DPS                | \$16,300         | \$14,670     | \$13,855     | \$13,040      | \$11,410      | \$10,595      | \$9,780       |
| Full Page          | \$8,300          | \$7,470      | \$7,055      | \$6,640       | \$5,810       | \$5,395       | \$4,980       |
| Junior Page        | \$6,700          | \$6,030      | \$5,695      | \$5,360       | \$4,690       | \$4,355       | \$4,020       |
| Half Page          | \$6,300          | \$5,670      | \$5,355      | \$5,040       | \$4,410       | \$4,095       | \$3,780       |
| Quarter Page       | \$3,500          | \$3,150      | \$2,975      | \$2,800       | \$2,450       | \$2,275       | \$2,100       |
| Eighth Page        | \$1,800          | \$1,620      | \$1,530      | \$1,440       | \$1,260       | \$1,170       | \$1,080       |

#### Special Positions

|                    |         |         |         |         |         |         |         |
|--------------------|---------|---------|---------|---------|---------|---------|---------|
| Front Cover Solus  | \$2,900 | \$2,610 | \$2,465 | \$2,320 | \$2,030 | \$1,885 | \$1,740 |
| Outside Back Cover | \$1,000 | \$900   | \$850   | \$800   | \$700   | \$650   | \$600   |

All prices are 4-colour advertisements

10% surcharge for guaranteed positions

50% discount provided on display advertising in PRW for all Plastic Design & Moulding Exhibitors

#### Classified Advertisements

| Per Single Column Cm | Single insertion | 3 insertions | 6 insertions | 11 insertions | 26 insertions | 39 Insertions | 52 insertions | EPN & PRW |
|----------------------|------------------|--------------|--------------|---------------|---------------|---------------|---------------|-----------|
| % discount           | 0                | 10           | 20           | 30            | 35            | 40            | 45            | 20        |
| Rate                 | \$43             | \$38.70      | \$34.40      | \$30.10       | \$27.95       | \$25.80       | \$23.65       | \$34.40   |

PRW.com Classified Listing Plus \$75

#### Tenders Advertisements

| Per Single Column Cm | Single insertion | 3 insertions | 6 insertions | 11 insertions | 26 insertions | 39 Insertions | 52 insertions | EPN & PRW |
|----------------------|------------------|--------------|--------------|---------------|---------------|---------------|---------------|-----------|
| % discount           | 0                | 10           | 20           | 30            | 35            | 40            | 45            | 20        |
| Rate                 | \$63             | \$56.70      | \$50.40      | \$44.10       | \$40.95       | \$37.80       | \$34.65       | \$50.40   |

PRW.com Tenders Listing Plus \$75

#### Recruitment Advertisements

| Advertisement Size  | Single insertion | 3 insertions | 6 insertions | 11 insertions | 26 insertions | 39 Insertions | 52 insertions | EPN & PRW |
|---------------------|------------------|--------------|--------------|---------------|---------------|---------------|---------------|-----------|
| % discount          | 0                | 10           | 20           | 30            | 35            | 40            | 45            | 20        |
| Full Page           | \$13,100         | \$11,790     | \$10,480     | \$9,170       | \$8,515       | \$7,860       | \$7,205       | \$10,480  |
| Half Page           | \$7,250          | \$6,525      | \$5,800      | \$5,075       | \$4,712.50    | \$4,350       | \$3,987.50    | \$5,800   |
| Quarter Page        | \$4,100          | \$3,690      | \$3,280      | \$2,870       | \$2,665       | \$2,460       | \$2,255       | \$3,280   |
| Eighth Page         | \$2,700          | \$2,430      | \$2,160      | \$1,890       | \$1,755       | \$1,620       | \$1,485       | \$2,160   |
| 70x72mm             | \$1,900          | \$1,710      | \$1,520      | \$1,330       | \$1,235       | \$1,140       | \$1,045       | \$1,520   |
| Job alert email     | inc in set sizes |              |              |               |               |               |               |           |
| Online jobs listing | inc in set sizes |              |              |               |               |               |               |           |
| Job of the Week     | Plus \$500.00    |              |              |               |               |               |               |           |





Media Information 2012



## ONLINE – IMPORTANT MARKETS, SUPERIOR COVERAGE

# PRW.com

PRW.com is the Web site of PRW, long recognised as the most comprehensive news source for the UK market. Visitors from around the world look to PRW.com to keep up with what's happening in the UK. In terms of timeliness, independence and coverage, there is no equivalent to PRW's news section in this market.

PRW.com is updated every business day, with all the top industry news delivered to the desktop on the internet and via email newsletter.

PRW.com broadcasts a daily news e-mail that is free to subscribers. Subscription is available from the Web site's home page.

Advertising opportunities are available on the Web site and daily news broadcast.

Exclusive section sponsorships and exclusive

page advertising positions are available.

An exclusive section sponsorship gives the advertiser all ad impressions on the first page of a particular news section – the leader board at the top of the page, the skyscraper on the side and banner at the bottom of the page. Additionally those ads follow for one click when an article is clicked from that page. This means an advertiser can keep its ads in front of the audience interested in its products. Some run-of-site ad impressions are also included in the sponsorship.

The Search sponsorship provides a logo (84 pixels wide by 33 pixels high) on the Search box of every page on the site, plus the leader board, skyscraper and banner ad on Search results pages. This sponsorship gives more online ad impressions than any other on the site.

### Visitor profile

|                      |     |
|----------------------|-----|
| UK .....             | 37% |
| North America .....  | 27% |
| Western Europe ..... | 22% |
| Asia .....           | 4%  |
| India .....          | 2%  |

### Average monthly ad impressions

|                    |        |
|--------------------|--------|
| Leader board ..... | 24,746 |
| Skyscraper .....   | 16,865 |
| Banner .....       | 23,513 |
| Button .....       | 16,959 |

### Site traffic

|  |        |
|--|--------|
| Unique visitors per month .....        | 20,201 |
| Visitor sessions per month .....       | 31,333 |
| Pages viewed per month .....           | 77,896 |
| Time spent per session (minutes) ..... | 4:11   |

### News broadcast subscribers

|                            |        |
|----------------------------|--------|
| Daily news broadcast ..... | 12,765 |
|----------------------------|--------|



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### ONLINE ADVERTISEMENT RATES

| <b>Run of site display</b><br>(minimum 10,000 impressions per month) | 1 month | 3 months | 6 months | 12 months |
|--|---------|----------|----------|-----------|
| Leader Board   | \$3,000 | \$8,250  | \$14,250 | \$19,500  |
| Skyscraper   | \$1,500 | \$4,125  | \$7,700  | \$12,000  |
| Banner   | \$750   | \$1,875  | \$3,000  | \$4,500   |
| Button   | \$490   | \$1,200  | \$2,100  | \$3,000   |
| <b>Exclusive sponsorships</b>  | 1 month | 3 months | 6 months | 12 months |
| News Section   | -       | \$6,000  | \$9,000  | \$15,000  |
| Page(s)  | -       | -        | \$9,000  | \$13,500  |
| Search   | -       | -        | -        | \$15,000  |
| <b>Daily news broadcast</b><br>(top or middle spot)                  | 1 month | 3 months | 6 months | 12 months |
| 1 ad per week  | \$1,500 | \$3,750  | \$6,000  | \$10,500  |
| Both ads on broadcast  | \$2,250 | \$5,625  | \$9,000  | \$15,750  |
| <b>High-impact ad packages</b>                                       | 1 month | 3 months | 6 months | 12 months |
| Skyscraper + news broadcast  | \$3,000 | \$5,250  |          |           |
| Both ads on broadcast  | \$2,000 | \$3,750  |          |           |

### VIDEO VAULTS

PRW.com will accept up to six video advertisers at one time. Every time the home page loads, the advertiser's video will be in one of the six thumbnail-size images.

Every time the home page loads, one of the six advertisers' videos will load in the large player. It will not play until the viewer clicks the play arrow.

When a small image is clicked, it will cause that video to play in the large player window.

Captions beneath all images can include

the advertising company name. A link to the advertising company's Web site will be included beneath the large player window.

**Pricing:**

|                   |                 |
|-------------------|-----------------|
| <b>1 month:</b>   | <b>\$2,250</b>  |
| <b>3 months:</b>  | <b>\$6,000</b>  |
| <b>6 months:</b>  | <b>\$11,000</b> |
| <b>12 months:</b> | <b>\$20,000</b> |

An advertiser may submit multiple videos, but they will be weighted to appear the same number of times as other advertisers.

### KNOWLEDGE BANK

Knowledge Bank is a web-based information resource for the plastics industry. It contains a series of sponsored fact sheets categorised by topic which can be downloaded free of charge by users. Each fact sheet is a double sided A4 PDF written by the sponsor on a topic of their choice, giving the sponsor 'ownership' of a subject. The sheets will include the



sponsor's logo, contact details and relevant photography, giving the sponsor a subtle, yet powerful sales message of expertise to the market. All Knowledge Bank sponsorships are subject to editorial approval.

**Price per annum**

|                |                           |
|----------------|---------------------------|
| <b>\$785</b>   | <b>1 Knowledge Bank</b>   |
| <b>\$1,413</b> | <b>2 x Knowledge Bank</b> |





## Media Information 2012

# PN GLOBAL GROUP RATES Effective October 1, 2010 All rates US dollars

### Discounts

Buy ads on two, three or four PNGG sites and take 15% off all Web ads.

Buy a second ad of equal or less cost on the same site and take 25% off the second ad.

Print frequency is the total insertions in all PNGG publications.

Pre-pay discount of 5% or 10% available

| PN.com                                      | 1 mth | 3 mth  | 6 mth  | 12 mth | 13x-25x discount | 26x-52x discount |
|---|-------|--------|--------|--------|------------------|------------------|
| <b>Run-of-site display ads</b>              |       |        |        |        |                  |                  |
| Leader board                                | 2,941 | 6,824  | 12,236 | 21,530 | 18,731           | 15,932           |
| Skyscraper                                  | 2,118 | 5,118  | 8,824  | 13,177 | 11,464           | 9,751            |
| Banner                                      | 1,177 | 3,294  | 5,059  | 8,824  | 7,677            | 6,530            |
| Button                                      | 541   | 1,206  | 2,118  | 3,530  | 3,071            | 2,612            |
| Page skins                                  | 3,530 | 8,189  | 14,682 | 25,836 | 22,477           | 19,118           |
| <b>Sponsorships and exclusive positions</b> |       |        |        |        |                  |                  |
| Resin pricing section                       | 1,500 | 3,824  | 7,341  | 13,177 |                  |                  |
| Processor ranking section                   |       |        |        | 15,824 |                  |                  |
| News & content section                      | 2,353 | 5,235  | 9,412  | 16,824 |                  |                  |
| Other exclusive page                        | 2,177 | 4,059  | 6,824  | 11,765 |                  |                  |
| Search/Blog/Poll sponsor                    | 2,941 | 8,236  | 16,000 | 28,236 |                  |                  |
| Home page Video Vault                       | 2,647 | 7,059  | 12,942 | 23,530 |                  |                  |
| <b>E-mail advertising</b>                   |       |        |        |        |                  |                  |
| PN Daily Newsmail                           | 4,353 | 12,000 | 22,354 | 33,648 |                  |                  |
| PN Materials Alert                          | 3,977 | 11,000 | 20,589 | 37,060 |                  |                  |
| Early Classifieds (1 category)              | 882   | 2,941  | 4,471  | 7,059  |                  |                  |
| Sustainability Report (banner)              | 882   | 2,236  | 4,118  | 7,059  |                  |                  |
| Sustainability Report (button)              | 589   | 1,530  | 2,824  | 4,706  |                  |                  |
| <b>Webcasts and Webinars</b>                |       |        |        |        |                  |                  |
| Webcast (Exclusive)                         |       |        |        | 9,406  |                  |                  |
| Webcast (Shared)                            |       |        |        | 5,877  |                  |                  |
| Custom Webinar                              |       |        |        | 8,230  |                  |                  |

| EPN   | 1 mth | 3 mth | 6 mth  | 12 mth |
|---|-------|-------|--------|--------|
| <b>Run-of-site display ads</b>              |       |       |        |        |
| Leader board                                | 1,853 | 5,094 | 8,797  | 12,039 |
| Skyscraper                                  | 926   | 2,624 | 4,630  | 7,409  |
| Banner                                      | 433   | 1,158 | 1,852  | 2,778  |
| Button                                      | 309   | 772   | 1,312  | 1,852  |
| <b>Sponsorships and exclusive positions</b> |       |       |        |        |
| Home page Video Vault                       | 2,071 | 5,647 | 9,412  | 14,118 |
| News section                                |       | 3,704 | 5,556  | 9,261  |
| Pages                                       |       |       | 5,556  | 8,335  |
| Search                                      |       |       |        | 9,621  |
| <b>Weekly e-Bulletin broadcast</b>          |       |       |        |        |
| 1 Banner                                    | 1,852 | 4,630 | 8,489  | 13,891 |
| 2 Banners same advertiser                   | 3,087 | 7,717 | 13,891 | 24,696 |
| 1 Banner 1 week only                        | 540   |       |        |        |
| 2 Banners 1 week only                       | 926   |       |        |        |
| Button                                      | 154   | 386   | 695    | 1,312  |

| PRW                            | 1 mth | 3 mth | 6 mth  | 12 mth |
|--------------------------------|-------|-------|--------|--------|
| <b>Run-of-site display ads</b> |       |       |        |        |
| Leader board                   | 3,000 | 8,250 | 14,250 | 19,500 |
| Skyscraper                     | 1,500 | 4,125 | 7,500  | 12,000 |
| Banner                         | 750   | 1,875 | 3,000  | 4,500  |
| Button                         | 490   | 1,200 | 2,100  | 3,000  |

| <b>Sponsorships and exclusive sections</b> |       |       |        |        |
|--|-------|-------|--------|--------|
| Home page Video Vault                      | 2,647 | 7,059 | 12,942 | 23,530 |
| News section                               |       | 6,000 | 9,000  | 15,000 |
| Page(s)                                    |       |       | 9,000  | 13,500 |
| Search                                     |       |       |        | 15,000 |

| <b>Daily news broadcast (top or middle spot)</b> |       |       |       |        |
|--|-------|-------|-------|--------|
| 1 ad per week                                    | 1,500 | 3,750 | 6,000 | 10,500 |
| Both ads on one broadcast                        | 2,250 | 5,625 | 9,000 | 15,750 |

| <b>High-impact ad packages</b> |       |       |  |  |
|--------------------------------|-------|-------|--|--|
| Skyscraper+news broadcast      | 3,000 | 5,250 |  |  |
| Button + news broadcast        | 2,000 | 3,750 |  |  |

| PN China                                    | 1 mth       | 3 mth | 6 mth       | 12 mth |
|---|-------------|-------|-------------|--------|
| <b>Run-of-site display ads</b>              |             |       |             |        |
| Leaderboard                                 | 1,177       | 2,941 | 4,706       | 7,059  |
| Banner                                      | 588         | 1,530 | 2,941       | 4,471  |
| Button                                      | 235         | 588   | 1,059       | 1,883  |
| <b>eWeekly only</b>                         |             |       |             |        |
| Banner (2 available)                        | 1,471       | 3,530 | 5,882       | 9,412  |
| Button                                      | 324         | 882   | 1,558       | 2,942  |
| <b>Sponsorships and exclusive positions</b> |             |       |             |        |
| News & content section                      | 1,471       | 4,200 | 8,000       | 14,118 |
| Search sponsor                              | 1,471       | 4,200 | 8,000       | 14,118 |
| Blog sponsor                                | 1,471       | 4,200 | 8,000       | 14,118 |
| Web site only packages                      | 100,000 imp |       | 300,000 imp |        |
| Leader board, banner, button                |             | 5,882 |             | 10,589 |
| <b>Web site &amp; eWeekly</b>               |             |       |             |        |
| Platinum sponsorship                        |             | N/A   |             | 35,295 |
| Gold sponsorship                            |             | N/A   |             | 24,707 |
| Silver sponsorship                          |             | 5,882 |             | 18,824 |

| <b>PN Global Group Products</b> |       |        |        |        |
|---------------------------------|-------|--------|--------|--------|
| All 4 sites                     | 1 mth | 3 mth  | 6 mth  | 12 mth |
| Leader board                    | 5,294 | 13,294 | 22,942 | 34,707 |
| Banner                          | 1,765 | 4,706  | 7,647  | 12,353 |
| Button                          | 1,177 | 2,235  | 3,882  | 6,000  |

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# PRW

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## TECHNICAL SPECIFICATIONS

### Advertisement sizes for PRW printed publication

|                              |             |
|------------------------------|-------------|
| DPS:                         | 342 x 475mm |
| Full Page Trim:              | 342 x 248mm |
| Full Page Bleed:             | 348 x 254mm |
| Full Page Type Area:         | 322 x 228mm |
| Half Page Vertical:          | 322 x 111mm |
| Half Page Horizontal:        | 156 x 228mm |
| Quarter Page:                | 156 x 111mm |
| Eighth Page Vertical:        | 105 x 72mm  |
| Eighth Page Horizontal:      | 78 x 111mm  |
| Junior Page:                 | 210 x 150mm |
| Junior Half Page Vertical:   | 210 x 72mm  |
| Junior Half Page Horizontal: | 105 x 150mm |
| 2 columns:                   | 72mm        |
| 3 columns:                   | 111mm       |
| 4 columns:                   | 150mm       |
| 6 columns:                   | 228mm       |
| 12 columns:                  | 475mm       |

### Print Specifications

#### Binding Method for PRW:

Saddlestitch

**Digital Information:** Material is acceptable in Adobe Acrobat PDF Version 1.3, Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3

**File Formats:** PDF Files, Mac/PC- Tiffs, EPS and Jpeg

**Digital Files:** Digital Files must be supplied at 300dpi (min). All files CMYK separated.

**Copy:** We can accept copy supplied digitally either on CD, via Email or FTP site (details on request).

### Advertisement sizes for prw.com online advertisements

#### Leader board:

728 pixels wide 90 pixels high 40kb max file size\*

#### Banner:

468 pixels wide 60 pixels high 40kb max file size\*

#### Skyscraper:

160 pixels wide 600 pixels high 40kb max file size\*

#### Button:

125 pixels wide 125 pixels high 30kb max file size\*

### Online Specifications

Ad file may be animated.

GIF, JPG, and SWF\* extensions are acceptable.

For more info regarding technical ad specs,

please contact Eugene Bukhman at

(330) 865-6187 or ebukhman@crain.com

Send completed ad files to ebukhman@crain.com

\*For Flash files, 15KB maximum initial download; 40KB maximum total download.

Required file modification described at:

<http://www.craini2i.com/flash/single-click.html>

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