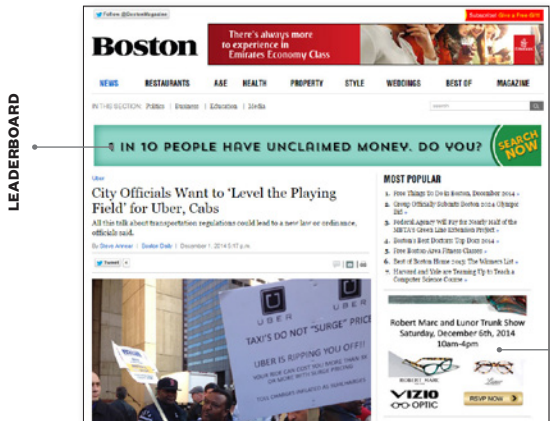


ONLINE ADVERTISING SPECIFICATIONS



STANDARD DIGITAL

	Width	Height
Leaderboard	728	90
Medium Rectangle	300	250
Skyscraper	160	600
Masthead Buttons (homepage only)	180	90

Requirements

- HTML5 tags only
- All ads must be submitted as a web-friendly images in JPEG, GIF, SWF* formats or as tags (all file formats accepted for tags)
- All hard assets must be saved as 50kB or less
- When sending swf files, these must be saved as flash version 10.1 or lower with clickTAGs implemented.
- *Please note: SWF files may load in a paused state in Google Chrome and Mozilla Firefox
- Required size: 50 kb
- Required resolution: 72 DPI
- Full URL must be included in ad submission (embedded or 1g flash)
- If submitting flash ads you must include this clicktag: {getURL(clickTAG, "_blank");}

RICH MEDIA

	Width	Height
Sliding Billboard	970	90 - 290
Interstitial	600	400

Requirements

- *See Standard Digital Requirements
- Sound: When moused-over or click-activated
- Expandable: Only when moused-over
- Animation: Up to 3 loops
- Animation: Maximum 20 seconds
- Third party rich media accepted
- Geo-targeting available

HIGH IMPACT

	Width	Height
Billboard	970	90
Big Rectangle	300	600

Requirements

- *See Standard Digital Requirements

ADDITIONAL CAPABILITIES

Mobile

- 320x50 or 300x50

Interactive Tools

- Sweeps
- Contests
- Microsite
- Facebook Application

Requirements

All creative can be emailed to your Account Executive and will be forwarded on to the online marketing department. Questions? Call Lauren Finkel at 875.221.5407.

Content Marketing

- Content written by *Boston* magazine writers that reads seamlessly with editorial content.

NEWSLETTER SPONSORSHIPS

	Width	Height
Medium Rectangle	300	250

Material Requirements

- JPEG
- Required resolution: 72 DPI
- Full URL must be included in ad submission (no bit.ly)
- Copy: Please include 20-25 word copy for 'About Our Sponsor' section with highlighted text to hyperlink.