

Premium Ad Units

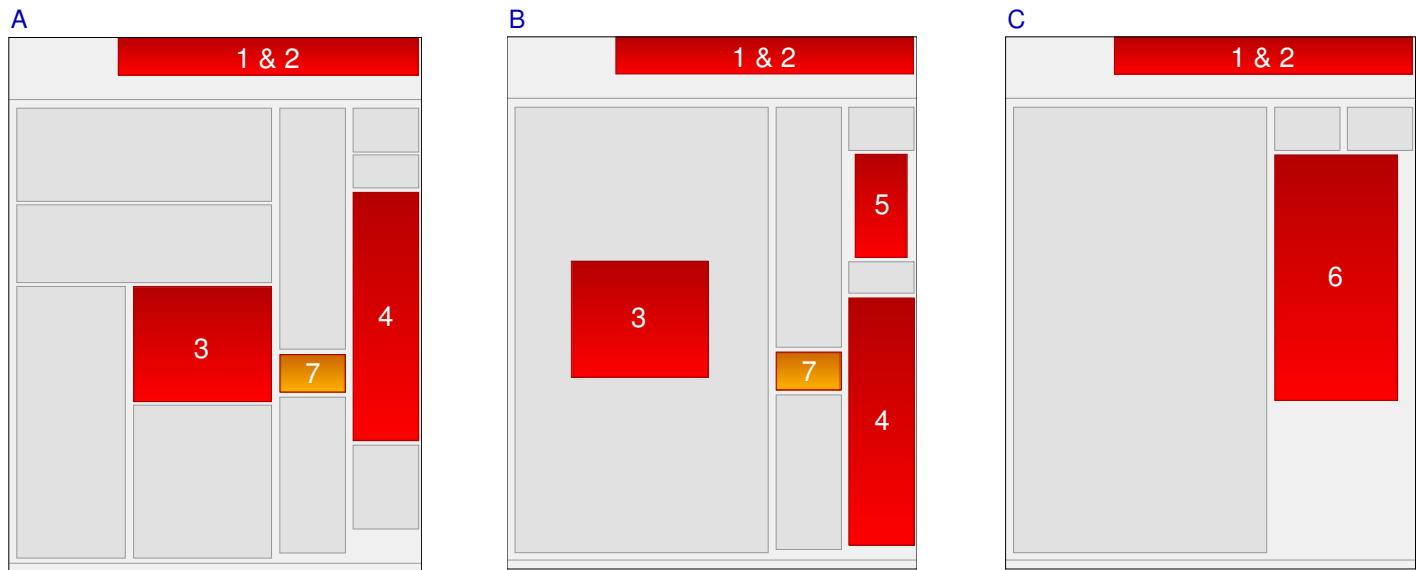
AD UNIT DIMENSIONS

#	Name	Dimensions (Pixels)	Max File Size
1	Standard Banner	468x60	25 kB
2	Leaderboard	728x90	35 kB
3	Rectangle	336x280 (large)	30 kB
		300x250 (medium)	30 kB
4	Skyscraper	120x600 (regular)	30 kB
		160x600 (wide)	30 kB
5	Vertical Banner	125x250	25 kB
6	Half-Page	300x600	40 kB
7	Text Links	88 x 31	5 kB

AD LOCATIONS

See ad layouts below for positioning.

- A.** Home Page
- B.** Article Layout
- C.** Alternate Article Layout



TARGETING OPTIONS

- Geo-targeting (specify zip code, state, and/or countries desired)
- Day-part (specify which hours ad will run, what days of the week)
- Browser (e.g. Internet Explorer only)
- Domain (e.g. all ibm.com domains)
- Language (English only, or French only, etc.)
- Operating system (Windows, Mac, UNIX, etc.)
- Frequency caps (maximum times ad is delivered to unique visitor in specified time period, e.g. 3 times per 24 hours)
- Keyword (on search pages)

MEDIA SPECIFICATIONS

Accepted formats: GIF, JPEG, HTML, DHTML, Rich Media, Flash, JavaScript, PointRoll, Shockwave, Java, Enliven, Bluestreak, Viewpoint and Eyeblander (User interaction only). GIF or JPEG must accompany rich media.

Rich media is available on all TG Publishing media sites with the following attributes:

Network Affiliation	TG Publishing
Ad servicing System	In-house
Site Contact	banner@tgpublishing.net
Tag Type	iFrame/JavaScript
Implementation Time	3 Days
Site Placement	ROS (see notes)
Expand Method	Mouse Over or Click
Close Method	Close Button and Mouse Off
Initial Size (K)	35
Max Size (K)	125
Max Size Control	Polite
Close Button	Required
Initial Animation (Sec)	No Limit
Max Loops	Unlimited
Video	Non-User Initiated
Audio	User Initiated
Max Video / Audio Length	30 Seconds
Video / Audio Buttons	Play, Stop, Pause, Mute
FPS Max	15 Frames Per Second
Flash Version	5 or higher

NOTES

- In-page Video Banners can run anywhere, Video can played be in a expandable banner
- Expandable banners cannot run on any Home Page
- Expandable ad units will be frequency capped per user (e.g. 1 per user per 24 Hours - level is negotiable)
- Acceptance of video and expandable banners is subject to availability.
- TG Publishing reserves the right to accept or reject expandable banner creative and/or videos contents

EXPANDABLE MEDIA

Size	Expansion		
	Max Size	Horizontal	Vertical
120x600	240x600	Left	NA
160x600	320x600	Left	NA
300x250	600x250 or 300x500	Left	Down
336x280	672x280 or 336x560	Left	Down
300x600	600x600	Left	NA

CAMPAIGN REPORTS

All advertisers on TG Publishing Web sites have secure, real time access to banner reports using our AD Report system. Advertisers may create reports based on banner creative, date range, or by total to date anytime. The reports provide data on each banner creative on each position, along with impressions, clicks and CTR, position of unit on page and target data about what remains to be delivered.

Premium Advertising Rates

TG Publishing offers a variety of advertising opportunities for marketers: across our entire network of sites, on a specific site only, or even more targeted options on specific site sections, individual articles and/or placements on Home Pages only.

- Run of Network (RON)** Ad appears on any of our six Web sites;
Run of Site (ROS) Ad appears only on a specific Web site (e.g. TwitchGuru ROS);
Run of Category (ROC) Ad appears only on a specific section of a specific Web site (e.g. Tom's Hardware Guide/Storage - ROC);
Run of Article (ROA) Ad appears only on a specific article of a specific Web site (e.g. "Who Designed this Crap?" DenGuru – ROA);
Run of Page (ROP) Ad appears only on a specific page, (e.g. MobilityGuru Home Page - ROP)

Rates below are priced on a cost-per-thousand basis (CPM). For example 150,000 impressions for a run of network large rectangle computes as 150 x \$60, or \$9,000. All rates are net. Effective September 2006.

	Leaderboard or Banner	Rectangle	Half Page	Skyscraper	Vertical Banner
Location	728x90 / 468x60	336x280 / 300x250	300x600	120x600 / 160x600	125x250
Run of Network	\$50	\$60	\$75	\$45	\$35
Run of Site	\$60	\$70	\$85	\$55	\$45
Run of Category	\$70	\$80	\$95	\$50	\$55
Run of Article	\$70	\$80	\$95	\$50	\$55
Home Page or Run of Page	\$80	\$90	n/a	\$70	n/a

TEXT LINKS

- One line of text up to 45 characters, plus one 88x31 (pixels) logo.
- \$2.00 CPM / \$3.00 CPC.
- Rates are hybrid CPC and CPM.
- Impressions are guaranteed, but clicks are estimated: Actual delivery may vary.
- Advertiser to be invoiced on actual delivery.

Please consult with your sales representative for availability.

Special Advertising Programs

CO-REGISTRATION CAMPAIGNS

TG Publishing offers co-registration programs on our Email newsletter subscriber registration pages.

Unit:	Co-Registration Campaign
Location:	TGP Email newsletter subscriber registration pages
URL:	http://www.tomshardware.com/newsletter/user/subscribe.html http://www.thg-news.com/thg_newsletter/mg_subscribe_hp.html
Specs:	88x31 logo, 50 word headline, 100 word deck
Rate:	\$5.00 net per name for 3 fields (first name/last name/Email address) \$1.75 net per name for each additional field

SPECIAL PROGRAMS

To maximize your advertising buy, consider one of TG Publishing's special advertising programs. Plan a promotion in conjunction with one of our micro sites, whether you want to target your promotion with a specific industry trade show like CES, CeBIT or Computex, or you seek a seasonal gift occasion such as Father's Day, Graduation or Back-to-School. We also compile our popular Holiday Buyers Guide each fall, for publication in November.

Consult the online editorial calendar for dates and details:

http://www.tgpublishing.net/editorial_calendar.php

Email Newsletters

Email newsletter sponsorships are a highly effective and powerful vehicle for reaching our targeted audience directly at their desktops.

Tom's Hard News – The Computer Hardware Authority

Tom's Hard News offers a highly targeted opportunity for advertisers who desire to reach more than 100,000 affluent, educated technology enthusiasts. Subscribers depend on it for news about the latest advances in CPUs, motherboards, RAM, graphics, displays and peripherals plus build-your-own tutorials. A sample of *Tom's Hard News* can be seen at:

<http://www.tomshardware.com/newsletter/user/subscribe.html>

Frequency: Delivered weekly on Wednesday
Subscribers: 113,000

MobilityGuru Newsletter – What's New in Mobile Computing

MobilityGuru Newsletter is a highly targeted opportunity for advertisers who desire to reach more than 10,000 affluent, educated technology enthusiasts who depend on it for news and reviews on the latest mobility products, including laptops and notebooks, PDAs, Smartphones and wireless devices. A sample of *MobilityGuru Newsletter* can be seen at:

http://www.thgnews.com/thg_newsletter/mg_subscribe_hp.html

Frequency: Delivered weekly on Thursday
Subscribers: 11,700

FORMAT (all newsletters)

Both HTML and text versions are available, so advertisers must supply both formats.

AVAILABLE AD UNITS (all newsletters)

There are 2 sponsorships available as indicated in this table.

1	HTML Banner	468 x 60 pixels, 15kB Maximum file size. JPEG, GIF only
2	HTML Vertical Banner	125 x 250 pixels, 15kB Maximum file size. JPEG, GIF only
1	Text Banner	Send 4 lines of text maximum, 45 characters per line plus URL
2	Text Vertical Banner	Send 3 lines of text maximum, 30 characters per line plus URL

NEWSLETTER ADVERTISING RATES

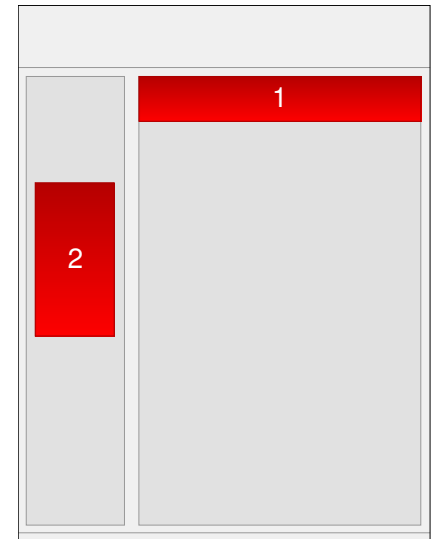
		Tom's Hard News (THN)	MobilityGuru Newsletter (MGN)
1	Banner	\$7,500	\$2,000
2	Vertical Banner	\$5,000	\$1,500

EMAIL SPECIAL REPORTS

Advertisers looking for a high impact method of reaching our Email newsletter subscribers have another option, an extra issue or special report, solely focused on a select topic. We send the Special Report out separately from our regular newsletters.

- Schedule: Two issues minimum
- Content: Content written by TGP editors in collaboration with the advertiser
- Format: Both HTML and text versions are provided, so advertisers supply both formats
- Creative: 336x280, plus text version
- Rate: \$9,000 net per issue, \$18,000 net total (*Tom's Hard News* subscriber base)
- Rate: \$4,000 net per issue, \$8,000 net total (*MobilityGuru* subscriber base)

Please consult with your sales representative for availability.



Maximum Impact Advertising Video Ads, Slide Show, Site Skin, Site Splash Page

MAXIMIZE YOUR IMPACT

TG Publishing’s maximum impact advertising programs offer unparalleled user reach and audience retention. Captivate your audience with the wide variety of rich media advertising solutions to accommodate your unique requirements and budget.

VIDEO ADS

Video ads are one of the most effective ways to advertise online. Your movie or video will be the first item our users see when they click on the popular TG Publishing editorial video. These editorial videos are located prominently on high-traffic home pages. Available on Tom’s Hardware, TG Daily, MobilityGuru and TwitchGuru.

SLIDE SHOW

Increase your reach and visibility by placing your ad in our high-traffic Slide Shows that accompany key news articles. Available on TG Daily.

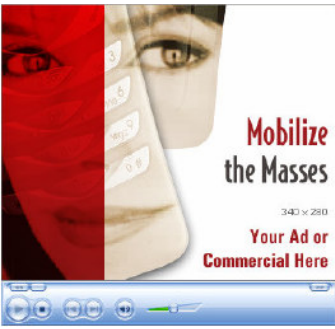
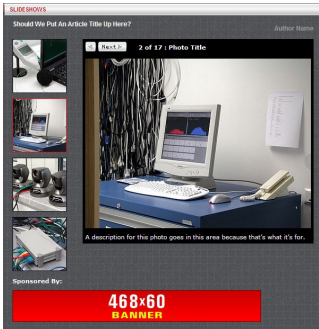
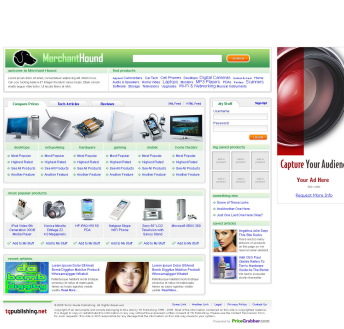

SITE SKIN

Site Skins offer high visibility and user retention for your message. Your ad will always be in view of the user, even when they scroll the site. Available on MobilityGuru.

SITE SPLASH PAGE

Ensure your audience reach with a dedicated Site Splash Page that each user will see before entering the site. Available on MobilityGuru and TwitchGuru.

To see samples of these ad units, please select from the following links:

			
<p>Video Ads</p>	<p>Slide Show</p>	<p>Site Skin</p>	<p>Site Splash Page</p>
<p>Engage your audience with a video ad that will run before high-demand feature editorial videos.</p>	<p>Captivate your audience with your message with an ad on our editorial Slide Shows.</p>	<p>Maximize your ad visibility with a site skin that scrolls with the user.</p>	<p>Command attention with a dedicated site splash page that each user will see upon entering the site.</p>

Please consult with your sales representative for availability and pricing.