



# Advertising Specifications

Contact sales for more information: Email: [sales@tgpublishing.net](mailto:sales@tgpublishing.net)



# 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	88x31 plus 45 characters of text and link/URL	5 kB

## AD LOCATIONS

See ad layouts opposite for positioning.

**A.** All Sites, except TwitchGuru and SmallNetBuilder

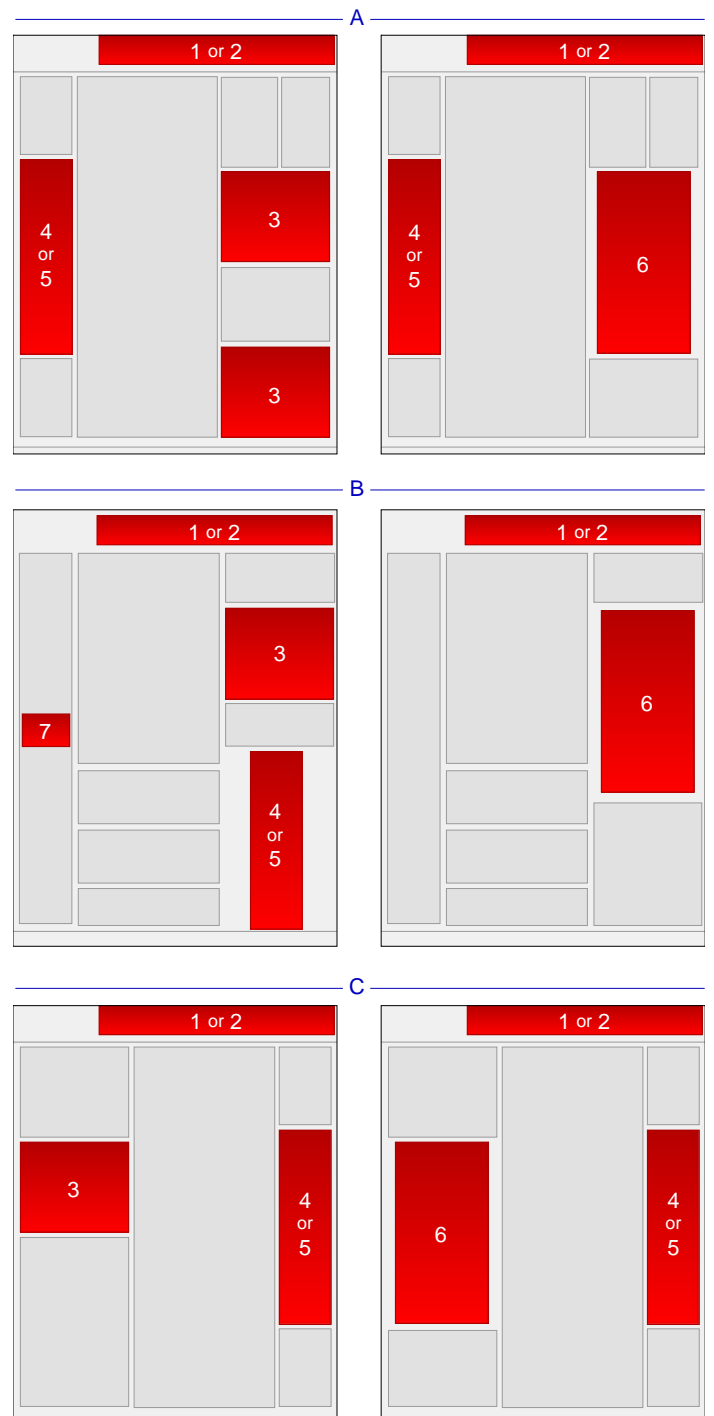
**B.** SmallNetBuilder Layout

**C.** TwitchGuru Layout

**Note:** In SmallNetBuilder ad layout B, ads 4 & 5 do not appear when ad 6 is displayed.

## 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)



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## MEDIA SPECIFICATIONS

Accepted formats: GIF, JPEG, HTML, DHTML, Rich Media, Flash, JavaScript, PointRoll, Shockwave, Java, Enliven, Bluestreak, Viewpoint and Eyeblaster (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
Rich Media	Non-User Initiated
Audio	User Initiated
Max Rich Media / Audio Length	30 Seconds
Rich Media / Audio Buttons	Play, Stop, Pause, Mute
FPS Max	15 Frames Per Second
Flash Version	5 or higher

## 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.

## NOTES

- Rich media banners can run anywhere in flexible formats.
- 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 rich media banners is subject to availability.
- TG Publishing reserves the right to accept or reject any content.

## 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

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# Premium Advertising and Special Programs

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 Web sites
- Run of Site (ROS)** Ad appears only on a specific Web site
- Run of Category (ROC)** Ad appears only on a specific category section of a specific Web site
- Run of Article (ROA)** Ad appears only on a specific article of a specific Web site
- Run of Page (ROP)** Ad appears only on a specific page

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 February 2007.

	<b>Leaderboard or Banner</b>	<b>Rectangle</b>	<b>Half Page</b>	<b>Skyscraper</b>	<b>Vertical Banner</b>
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.

## MICROSITE PROGRAMS - INDUSTRY TRADESHOWS, EVENTS, SEASONAL ADVERTISING OPPORTUNITIES

Plan a promotion in conjunction with one of our editorial microsites. Now you can place your promotion with a specific microsite for industry tradeshows, events and seasonal programs. We offer coverage on the major consumer electronic, technology, gaming and other industry tradeshows that matter the most to our readership. Our seasonal microsites include Father's Day, Graduation, Back-to-School and the Holiday Buyers Guide.

Please contact [sales@tgpublishing.net](mailto:sales@tgpublishing.net) for a copy of the editorial calendar for additional dates and details.

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# Maximum Impact Ads

## 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. These editorial videos are located prominently on high-traffic home pages. Your 15-second movie or video will be the first item our users see when they click on the popular TG Publishing editorial video. We will host the Logo Button and you may provide a 1x1 pixel JPG to allow third party tracking of ad impressions. You can provide an active URL (128 characters or less) that will be linked from your logo. Accepted formats include .WMV, .AVI, .MOV, Frame Rate: 29.97 FPS, 48KHz or less Audio, DV/NTSC compression and de-interlacing. Available on Tom's Hardware, TwitchGuru, Gear Digest and TG Daily.

## SLIDE SHOW

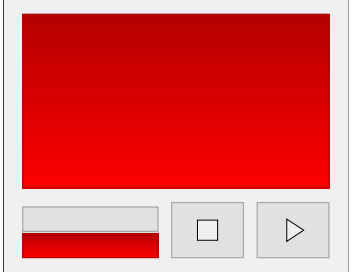



Increase your reach and visibility by placing your ad in our high-traffic Slide Shows that accompany key news articles. Available on TG Daily.

## 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 Gear Digest.

## SITE SPLASH PAGE

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

			
<p><b>Video Ads</b></p>	<p><b>Slide Show</b></p>	<p><b>Site Skin</b></p>	<p><b>Site Splash Page</b></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 splash page that each user will see upon entering the site.</p>
<p>Ad Unit Dimensions:</p> <ul style="list-style-type: none"> <li>• 320 x 240 pixels</li> </ul> <p>Sponsorship Button Ad size:</p> <ul style="list-style-type: none"> <li>• 88 x 31 pixels</li> </ul>	<p>Ad Unit Dimensions:</p> <ul style="list-style-type: none"> <li>• 468 x 60 pixels</li> </ul>	<p>Ad Unit Dimensions:</p> <ul style="list-style-type: none"> <li>• 300 x 600 pixels</li> </ul>	<p>Ad Unit Dimensions:</p> <ul style="list-style-type: none"> <li>• 750w x 450h pixels.</li> <li>• 12-15 frames</li> </ul>

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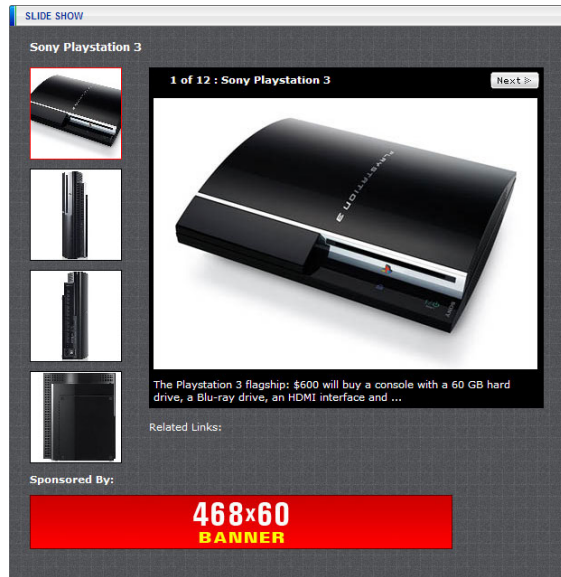
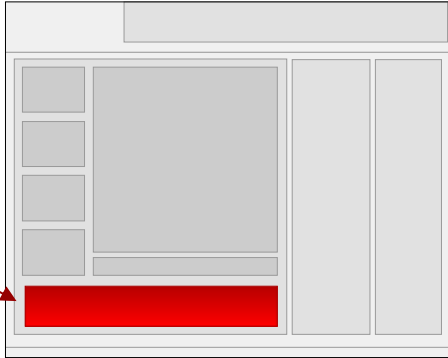
# Slide Show

Captivate your audience with your message with an ad on our editorial slide shows.

Ad unit appears on TG Daily.

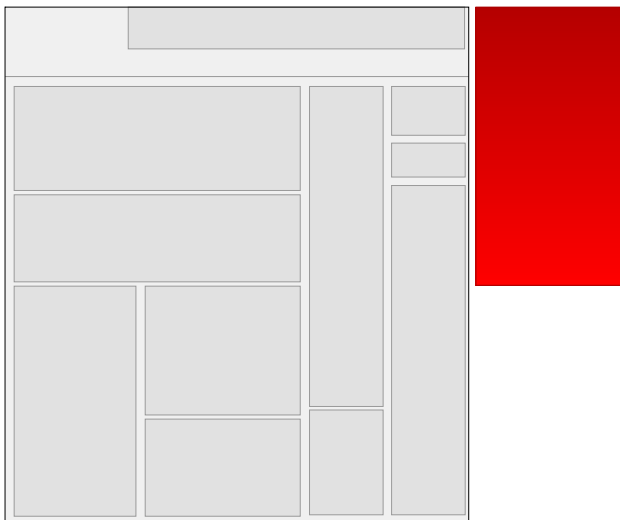
SLIDE SHOW EXAMPLE:

Your Ad Here.



# Site Skin

Maximize your ad visibility with a 300 x 600 pixel site skin that scrolls with the user.



Ad unit appears on the front page of Gear Digest.

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# Site Splash Page

Command attention with a dedicated site splash page that users will see upon entering the site.

Ad unit appears on the front page before site entry. The Intromercial is cookie'd and served to unique users one time per day or per week only on the first page of a user's session start. The Intromercial are served to users with the following system configuration: Netscape 7.1, FireFox 1.0+ or IE 5.0+ on PCs with Flash 6+ player and screen resolution of 1024x768 pixels and higher. Users with other system configurations will land directly onto the TG Publishing page.

## SPECIFICATIONS

Ad Unit Dimensions	750w x 450h pixels
Maximum File Size	50k
Default GIF/JPG	None required. Users whose system configurations do not meet the Intromercial viewing requirements will go directly to the requested TG Publishing page.
File Format	Flash 6 or higher
Animation	Keeping your animation to 5-7 seconds will ensure the entire animation displays before the Intromercial resolves to the Window ad unit.
Frames per second	12-15 frames
Number of Links	One only
Tracking	<p>Tracking of click-throughs is provided by TG Publishing when the Flash file is coded using the clickTAG feature as provided by Macromedia.® Macromedia's Guide to creating a clickTAG enabled Flash® ad will help you understand how to create clickTAG enabled flash media (content is towards bottom of the page): <a href="http://www.adobe.com/resources/richmedia/tracking/designers_guide/">http://www.adobe.com/resources/richmedia/tracking/designers_guide/</a></p> <p>Any click actions defined must be opened in a new window</p> <p>e.g.: Code with clickTAG feature and opening destination URL in a new window</p> <pre>on (release) {     if (clickTAG.substr(0,4) == "http") {         getURL(clickTAG, "_blank");     } }</pre> <p>Note:</p> <ol style="list-style-type: none"><li>the above code should NOT contain the destination URL</li><li>Use "_blank" if you want the destination URL to open in a new window</li></ol>
Sound	Not allowed
Third-Party Serving	3rd party IFRAME tags from any of TG Publishing' certified ad servers

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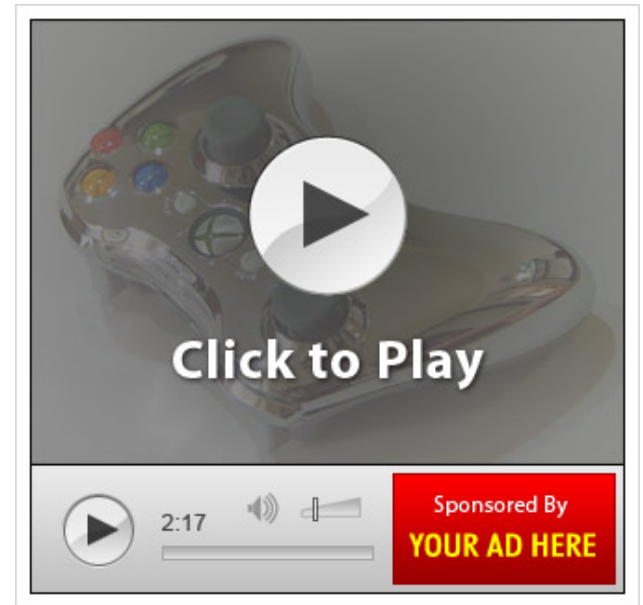


# Video Ads

Engage your audience with a video ad that will run before high-demand feature editorial videos.

Item	Specifications
Dimensions for the AD	320 x 240 pixels
Sponsorship Button	88 x 31 pixels
Maximum File Size	Unlimited but playtime is 15 seconds
Animation	Yes
File Format	. WMV; .AVI; .MOV
Image Rotation	Only one creative maximum may be rotated per campaign. No looping
Linking URL	An active URL must be provided as it will be linked from the logo and cannot exceed 128 characters.
Third-party tracking (optional)	TG Publishing will host the Logo Button, but a 1x1 pixel JPG may be provided to allow third party tracking of ad impressions.
Compression	DV/NTSC
Audio	Stereo no higher than 48 KHz
Frame Rate	29.97 fps
Pixels	Square
De-interlacing	Yes
Ad Length	Maximum of 15 seconds
Linking URL	Video must be linear and non-interactive (cannot contain any clickable "hot spots")
Third-Party Serving	Third-party serving is not allowed.
Deadline	Creative due 10 business days prior to scheduled launch date

## VIDEO AD SAMPLE



Sites and Positions Available: Tom's Hardware Guide, Gear Digest, TwitchGuru, and TG Daily.

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# Newsletters & Co-Registration Ads

**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 110,000 affluent, educated technology enthusiasts. Delivered weekly.

**Gear Digest Newsletter** is the way to reach more than 12,600 affluent, educated technology enthusiasts who depend on it for consumer electronics and technology products. Delivered weekly.

## NEWSLETTER 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 & Content: Two issues minimum. 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 (*Gear Digest Newsletter* subscriber base)

## NEWSLETTER FORMAT (all newsletters)

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

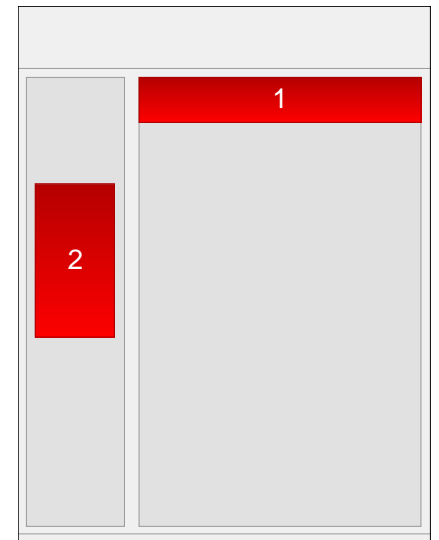
## AVAILABLE NEWSLETTER AD UNITS (all newsletters)

There are two sponsorships available in each issue (as indicated in the table below).

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

		<i>Tom's Hard News</i>	<i>Gear Digest Newsletter</i>
1	Banner	\$7,500	\$2,000
2	Vertical Banner	\$5,000	\$1,500



## CO-REGISTRATION AD CAMPAIGNS

We offer co-registration programs on our Email newsletter and Forumz subscriber registration pages.

**Location:** Subscriber registration pages

**URLs:**

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

[http://www.thg-news.com/thg\\_newsletter/mg\\_subscribe\\_hp.html](http://www.thg-news.com/thg_newsletter/mg_subscribe_hp.html)

[http://forumz.tomshardware.com/modules.php?name=Your\\_Account&op=new\\_user](http://forumz.tomshardware.com/modules.php?name=Your_Account&op=new_user)

**Specs:** 88x31 logo, 50 word headline, 100 words of copy

**Rate:** \$20 net per name for three fields (first name/last name/Email address). \$5 net per name for each additional field.

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