

ONLINE ADVERTISING SIZES & SPECIFICATIONS

The screenshot shows the website layout with several advertising spots highlighted in green boxes:

- Leaderboard : 728x90** (at the top right)
- *Button: 120x60** (a small box on the right side)
- Big Box : 300x250** (a medium box in the center)
- Skyscraper: 160x600** (a tall vertical box on the right)

At the bottom of the screenshot, the website URL is displayed: www.dailycommercialnews.com

ONLINE ADVERTISING RATES

CPM--ROS

728x90 Leaderboard	<i>Please contact us for a quote.</i>
160x600 Skyscraper	
300x250 Big Box	
120x60 Button (available on the home page only)*	

DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

MECHANICAL SPECIFICATIONS

- 1. FILE SIZE :** up to 40 kb
- 2. SUGGESTED FILE FORMAT**
GIF, Animated GIF, HTML, Javascript, Flash and 3rd Party Ad Serving. Custom formats on a case-by-case basis. Borders strongly suggested.
- 3. ANIMATION :** Looping should not exceed 4x.
- 4. TARGET URL**
May not exceed 200 characters or have more than one embedded (?) question mark.
- 5. SUPPORTED CREATIVE TYPES INCLUDE** (but are not limited to the following):
RICH MEDIA (rich media fee may apply) : Pointroll . Eyewonder . Eyeblander . Enliven
3rd PARTY AD SERVING : Atlas DMT . Doubleclick . Pointdexter . Mediaplex
- 6. ADDITIONAL FLASH REQUIREMENTS**
Flash requires the .swf, .fla files and a back-up .gif, along with the URL.
For instructions on embedding your click tag in your .swf file please visit this site:
www.reedconstructiondata.com/advertising/richmedia
All Rich media final ad is needed five (5) days prior to start of campaign.
GIF, JPG and HTML final ad creative is needed five (5) days prior to start of campaign.
- 7. CONSTRUCTION eWIRE CANADA**
728x90 - gif or jpg (animation OK, NO flash)
160x600 - gif or jpg (animation OK, NO flash)
Headline + up to 100 words of text (include in the body of newsletter)
Up to one (1) unique URL.

No Ad? No Problem. Our art department provides creative services at \$125 per hour.