

## ONLINE ADVERTISING SIZES & SPECIFICATIONS

The screenshot shows the Journal of Commerce website layout with several advertising ad sizes highlighted in green boxes:

- Leaderboard : 728x90** (at the top right)
- \*Button: 120x60** (at the top right, next to the skyscraper ad)
- Big Box : 300x250** (in the middle right area)
- Skyscraper: 160x600** (on the right side)

At the bottom left of the screenshot, the website URL is displayed: [www.journalofcommerce.com](http://www.journalofcommerce.com)

## ONLINE ADVERTISING RATES

CPM--ROS

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

## JOURNAL OF COMMERCE

Western Canada's Construction Newspaper

### 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 . Eyeblaster . 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](http://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.**