

7 POPULAR Woodworking

2009 Website Rates

Ad Unit	Cost Per Thousand Impressions		
	Run of Site	Run of Home Page	Run of Channel
Leaderboard, Skyscrapers or Box	\$34.70	\$41.65	\$38.15
Banner or Large Button	20.80	24.95	22.90
Button	11.60	13.90	12.75

Popular Woodworking Advertiser Rates

Ad Unit	Cost Per Thousand Impressions		
	Run of Site	Run of Home Page	Run of Channel
Leaderboard, Skyscrapers or Box	\$29.50	\$35.40	\$32.45
Banner or Large Button	17.70	21.20	19.45
Button	9.85	11.80	10.85

Ad Unit	Cost Per Thousand Impressions		
	Run of Site	Run of Home Page	Run of Channel
Leaderboard, Skyscrapers or Box	\$27.30	\$32.75	\$30.00
Banner or Large Button	16.35	19.60	18.00
Button	9.10	10.90	10.05

Ad Unit	Cost Per Thousand Impressions		
	Run of Site	Run of Home Page	Run of Channel
Leaderboard, Skyscrapers or Box	\$25.10	\$30.10	\$27.60
Banner or Large Button	15.05	18.00	16.55
Button	8.35	10.05	9.20

Ad Unit	Cost Per Thousand Impressions		
	Run of Site	Run of Home Page	Run of Channel
Leaderboard, Skyscrapers or Box	\$24.35	\$29.20	\$26.75
Banner or Large Button	14.60	17.50	16.05
Button	8.15	9.75	8.95

Ad Unit	Cost Per Thousand Impressions		
	Run of Site	Run of Home Page	Run of Channel
Leaderboard, Skyscrapers or Box	\$23.60	\$28.30	\$25.95
Banner or Large Button	14.15	16.95	15.55
Button	7.90	9.45	8.70

Ad Units & Dimensions

Ad Units	Pixels (width x height)	Format	Maximum File Size	Looping
Box	300 x 250	JPG or GIF, Flash allowed	50K	3 cycles
Skyscraper (wide)	160 x 600	JPG or GIF, Flash allowed	50K	3 cycles
Skyscraper	120 x 600	JPG or GIF, Flash allowed	50K	3 cycles
Leaderboard	728 x 90	JPG or GIF, Flash allowed	50K	3 cycles
Banner	468 x 60	JPG or GIF, Flash allowed	50K	3 cycles
Large Button	120 x 240	JPG or GIF, Flash allowed	50K	3 cycles
Button	125 x 125	JPG or GIF, Flash allowed	50K	3 cycles

Provide linking URL

Definition of Terms

Run of Site	An ad that can appear anywhere within a single site
Run of Home Page	An ad that can appear only on the homepage of a site
Run of Channel	An ad that can appear only within a specific section or channel of a website (Example: Finishing section)

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2009 E-Newsletter Rates (90,000 Opt-in Subscribers)

Non-Print Advertiser Rates	e-Newsletter Frequency				
	1-Time	3-Time	6-Time	12-Time	24-Time
Skyscraper	\$1,850	\$1,760	\$1,665	\$1,480	\$1,295
Banner or Large Button	1,110	1,055	1,000	890	775
Button	620	590	560	495	435

Popular Woodworking Advertiser Rates

1-Time Print Advertiser	e-Newsletter Frequency				
Ad Unit	1-Time	3-Time	6-Time	12-Time	24-Time
Skyscraper	\$1,575	\$1,495	\$1,420	\$1,260	\$1,105
Banner or Large Button	945	900	850	755	660
Button	525	500	475	420	370

3-Time Print Advertiser	e-Newsletter Frequency				
Ad Unit	1-Time	3-Time	6-Time	12-Time	24-Time
Skyscraper	\$1,455	\$1,380	\$1,310	\$1,165	\$1,020
Banner or Large Button	875	765	790	700	615
Button	485	460	435	390	340

7-Time Print Advertiser	e-Newsletter Frequency				
Ad Unit	1-Time	3-Time	6-Time	12-Time	24-Time
Skyscraper	\$1,340	\$1,275	\$1,205	\$1,070	\$940
Banner or Large Button	805	765	725	645	565
Button	445	425	400	355	310

10-Time Print Advertiser	e-Newsletter Frequency				
Ad Unit	1-Time	3-Time	6-Time	12-Time	24-Time
Skyscraper	\$1,300	\$1,235	\$1,170	\$1,040	\$910
Banner or Large Button	780	740	700	625	545
Button	435	415	390	350	305

14-Time Print Advertiser	e-Newsletter Frequency				
Ad Unit	1-Time	3-Time	6-Time	12-Time	24-Time
Skyscraper	\$1,260	\$1,195	\$1,135	\$1,010	\$880
Banner or Large Button	755	715	680	605	530
Button	420	400	380	335	295

Ad Units & Dimensions

Ad Units	Pixels (width x height)	Format	Maximum File Size	Looping
Skyscraper	120 x 600	JPG or GIF	50K	3 cycles
Banner	468 x 60	JPG or GIF	50K	3 cycles
Large Button	120 x 240	JPG or GIF	50K	3 cycles
Button	125 x 125	JPG or GIF	50K	3 cycles

No rich media (java, flash, etc.)

Linking URL must be provided with creative

POPULAR Woodworking

2009 Dedicated E-Mail Rates (90,000 Opt-in Subscribers)

		Popular Woodworking Advertiser Rates				
Number of E-Blasts	Non-Print Advertiser	1-Time	3-Time	7-Time	10-Time	14-Time
1-time	\$4,320	\$3,670	\$3,395	\$3,120	\$3,030	\$2,935
3-time	4,105	3,485	3,225	2,965	2,880	2,790
6-time	3,890	3,305	3,055	2,810	2,725	2,640
9-time	3,670	3,120	2,885	2,650	2,575	2,495
12-time	3,455	2,935	2,715	2,495	2,425	2,350

Specifications

HTML version

Maximum file size: 30K

Maximum width: 600 pixels

Subject: 80 characters maximum, no exclamation points or all caps

No Flash, Java, JavaScript, Active X, or automatic downloads

Images must be .gif or .jpg and must be served from the advertiser's server

Text version

Maximum word count: 300

Document will be sent as a plain text with no rich text formatting

Unsubscribe link and other footer details

POPULAR WOODWORKING will insert the required footer information including an unsubscribe link and our mailing address

Tracking

If the advertiser does not provide tracking links in the emails, POPULAR WOODWORKING can replace the provided links with tracking links. All mailings will have opens tracked and will be tracked up to 30 days

Timeline

Completed HTML and text files will be delivered to POPULAR WOODWORKING no later than two weeks before the mailing date

The advertiser will receive a test version of the mailing for final approval. Final approval is needed no later than 24 hours after receiving the test email