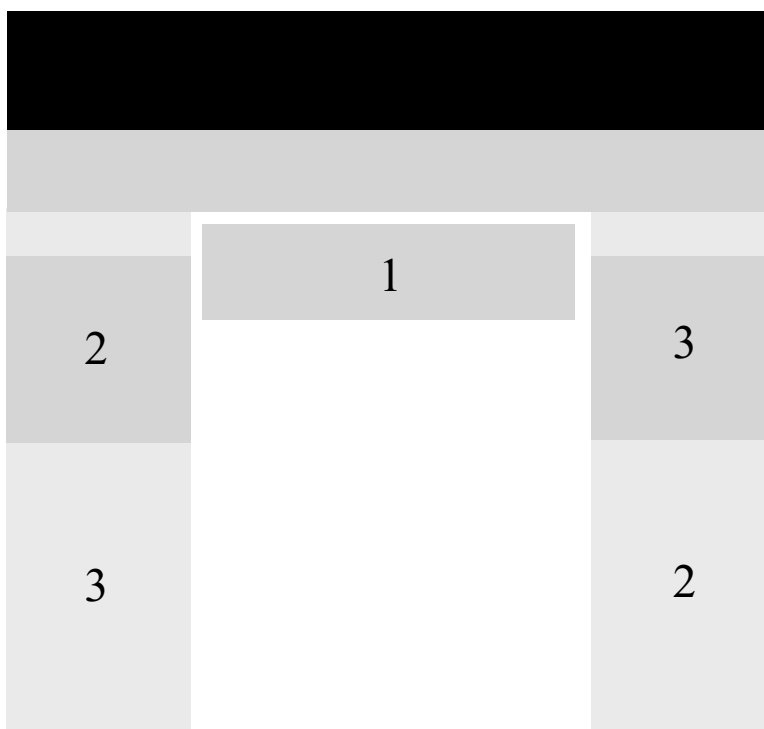


Online Advertising

There are several locations where we can place ads. All are available run of site or page specific. See the graphic below.

1. Leaderboard
2. Large Skyscraper
3. Standard Skyscraper



Rates:

	Run of Site	Page Specific
Leaderboard	\$40 CPM	\$60 CPM
Large Skyscraper	\$30 CPM	\$50 CPM
Standard Skyscraper	\$25 CPM	\$45 CPM

Weekly Sponsorship: Receive a Large Skyscraper advertisement on each page of the *InternationalLiving.com* website over a seven-day period for \$5,000.

Monthly Sponsorship:

Receive a Large Skyscraper advertisement on each page of the website over a 30-day period for \$15,000. Minimum Expense: \$300



LEADERBOARD AD:

- **Leaderboard ads** appear above the main content of the *InternationalLiving.com* site. You can run ads on specific pages or across the entire site.
- **Image Size** **Max File Size** **Format**
400 x 80 pixels 15k maximum JPEG, GIF, HTML, and Flash
- **Alt Text**
Text is optional and not to exceed 50 characters, including spaces.
- **Click-to/Linking URL**
An active URL must be provided with the creative. The link should not exceed 160 characters. Third-party links are not tracked but supported through ad banner serving software.
- **Creative Sign-off**
Creative should be tested internally for compatibility and technical issues within Internet Explorer and Netscape on both MAC and PC platforms. *InternationalLiving.com* is not responsible for creative compatibility.
- **Submission Info**
Creative files should be sent as an attachment five business days prior to requested campaign start date.

LARGE SKYSCRAPER AD :

- **Large Skyscraper ads** appear in either the left nav or the right nav on every page of the *InternationalLiving.com* site.
- **Image Size** **Max File Size** **Format**
174x400 pixels 15k maximum JPEG, GIF, HTML, and Flash
- **Alt Text**
Text is optional and not to exceed 50 characters, including spaces.
- **Click-to/Linking URL**
An active URL must be provided with the creative. The link should not exceed 160 characters. Third-party links are not tracked but supported through ad banner serving software.



- **Creative Sign-off**

Creative should be tested internally for compatibility and technical issues within Internet Explorer and Netscape on both MAC and PC platforms. *International Living* is not responsible for creative compatibility.

- **Submission Info**

Creative files should be sent as an attachment five business days prior to requested campaign start date.

STANDARD SKYSCRAPER AD:

- **Standard Skyscraper ads** appear either in the left nav or the right nav on every page of the *InternationalLiving.com* site.

Image Size	Max File Size	Format
174 x 200 pixels	15k maximum	JPEG, GIF, HTML, and Flash

- **Alt Text**

Text is optional and not to exceed 50 characters, including spaces.

- **Click-to/Linking URL**

An active URL must be provided with the creative. The link should not exceed 160 characters. Third-party links are not tracked but supported through ad banner serving software.

- **Creative Sign-off**

Creative should be tested internally for compatibility and technical issues within Internet Explorer and Netscape on both MAC and PC platforms. *International Living* is not responsible for creative compatibility.

- **Submission Info**

Creative files should be sent as an attachment five business days prior to requested campaign start date.

* To book your slot please contact Dan Lott at 410-895-7917 or dlott@internationalliving.com.

