

ROSS REPORTS

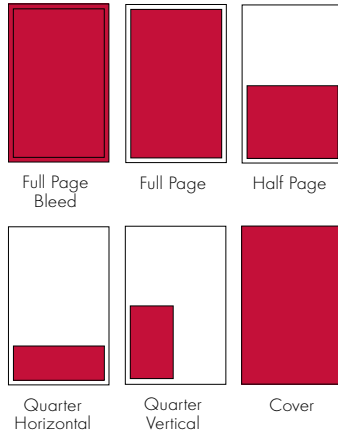
ROSS REPORTS MONTHLY

> ISSUE TRIM SIZE 5.37" WIDE X 8.37" DEPTH

AD SIZE	WIDTH	DEPTH
Full Page	4.6	7.6
Full Page Bleed	5.25	8.25
Half Page	4.6	3.7
Quarter Page Vertical	2.25	3.7
Quarter Page Horizontal	4.6	1.75

COVER	WIDTH	DEPTH
Back Cover	5.25	8.25
Inside Front Cover	5.25	8.25
Inside Back Cover	5.25	8.25

NOTE: PLEASE ALLOW .125" BLEED ON ALL SIDES
LIVE AREA FOR 4.75" x .775"



ROSS REPORTS DIRECTORIES

> ISSUE TRIM SIZE 5.25" WIDE X 8.25" DEPTH

AD SIZE	WIDTH	DEPTH
Back Cover	4.75	7.75
Inside Front Cover	5.25	8.25
Inside Back Cover	4.75	3.8

NOTE: BACK COVER BLEEDS 5.75" x 8.75"

>Back Cover
>Inside Front
>Inside Back



ONLINE SPECS

ONLINE AD SIZES

AD SIZE	WIDTH	DEPTH
Leaderboard	728	90
Vertical	120	240
Medium Rectangle	300	250
Skyscraper	120	600

AD CREATIVE

- > Standard ad sizes accepted (not all sizes are available on all Nielsen sites)
- > File size 10-30k, depending on creative dimensions (12-bit preferred)
- > File formats accepted: GIFs, animated GIFs, JPEG files, third-party redirects, HTML, Flash, and other Rich Media on a case-by-case basis
- > No limit on looping
- > No limit on animation
- > No cookie or browser support
- > Ads must be compatible with both PC and MAC operating systems
- > Click-thrus are tracked only on GIF/JPEG ads or Properly formatted Flash ads
- > Doubleclick AdManager 5.0 is used to serve all ad banners and buttons.

All clients receive usernames and passwords to access real-time reporting upon request

FLASH SPECIFICATIONS FOR NIELSEN CLICK THRU TRACKING

(Doubleclick AdManager 5.0)

- > Create a square "Button" symbol that is larger than the viewable area (be sure layer frames are the full length

- of the movie). Set this "Button" symbol's Alpha to "0" (zero), this will make the button invisible.
- > On the stage, select the "Button" symbol and add "On mouse event" from the Basic Actions, then add "Get URL".
- > Enter the variable name "clickTag" and check the expression box. The actual URL will be entered in doubleclick.
- > For variables field, select "don't send"
- > File must be compatible with Internet Explorer 5.x, 6.x, and Netscape 4.7, 5.x, 6.x
- > Finalized .SWF file must be received with alternate GIF or JPG file with click-thru URL
- > Ads must be published to display in Flash 5 or above

FLASH SPECIFICATIONS

(NO NIELSEN Click Thru Tracking)

- > A new window must spawn when the Flash ad is clicked on (target = "_blank" must be added to .FLA file)
- > Click-thru urls must be embedded in the original .FLA file
- > File must be compatible with Internet Explorer 5.x, 6.x, and Netscape 4.7, 5.x, 6.x
- > Ads must be published to display in Flash 5 or above

AD CREATIVE SUBMISSION

- > Send creative to adcreative@nielsen.com
- > Include Nielsen website name and run date in subject line
- > Include click-thru URL, client name, and Nielsen Salesperson name in body of e-mail
- > Please submit creative at least 5 business days in advance of start date
- > Please submit all Rich Media creative at least 10 business days in advance of start date for proper testing and implementation
- > Please provide a technical contact for all Rich Media creative

AD CREATIVE POLICY

- > Nielsen eMedia has final approval for all ads with respect to editorial/creative content
- > Nielsen eMedia reserves the right to remove

- an advertisement from its web sites at any time for any reason
- > Client cancellations must be made 15 days prior for campaigns 30 days or less, and 30 days prior for campaigns over 30 days.

FOR ONLINE QUESTIONS CONTACT:

DONNA DELMAS
ONLINE CAMPAIGN MANAGER

- > Donna.Delmas@nielsen.com
- > 646.654.7275



Leaderboard



Medium Rectangle



Skyscraper