



MEDIA KIT



Welcome to MediaPost

MediaPost is the leading, longest-standing publisher covering online media, marketing and advertising. Its mission is to provide essential resources to super-serve media decision-makers who control top-tier advertising budgets.

Launched in 1996 by AdWeek creator Kenneth Fadner, MediaPost has grown from a single weekly email newsletter to a company of veteran media journalists, event specialists, marketers and designers. Together they produce over 50 email newsletters, four prestigious award programs and 30+ major industry events. Subscribers exceed 200,000 in 6,000+ agencies, with 86% active in the planning or buying of advertising.

MediaPost's publications reach more media professionals and key decision-makers than any other online publisher.



Audience Snapshot/Data

34% Media Execs

'C,' 'VP' or Director Level/Top-Level Managers

33%

Media Buyers/
Planners/Supervisors

22%

Brand/
Marketing Managers

8% Account Management/
Creative Services

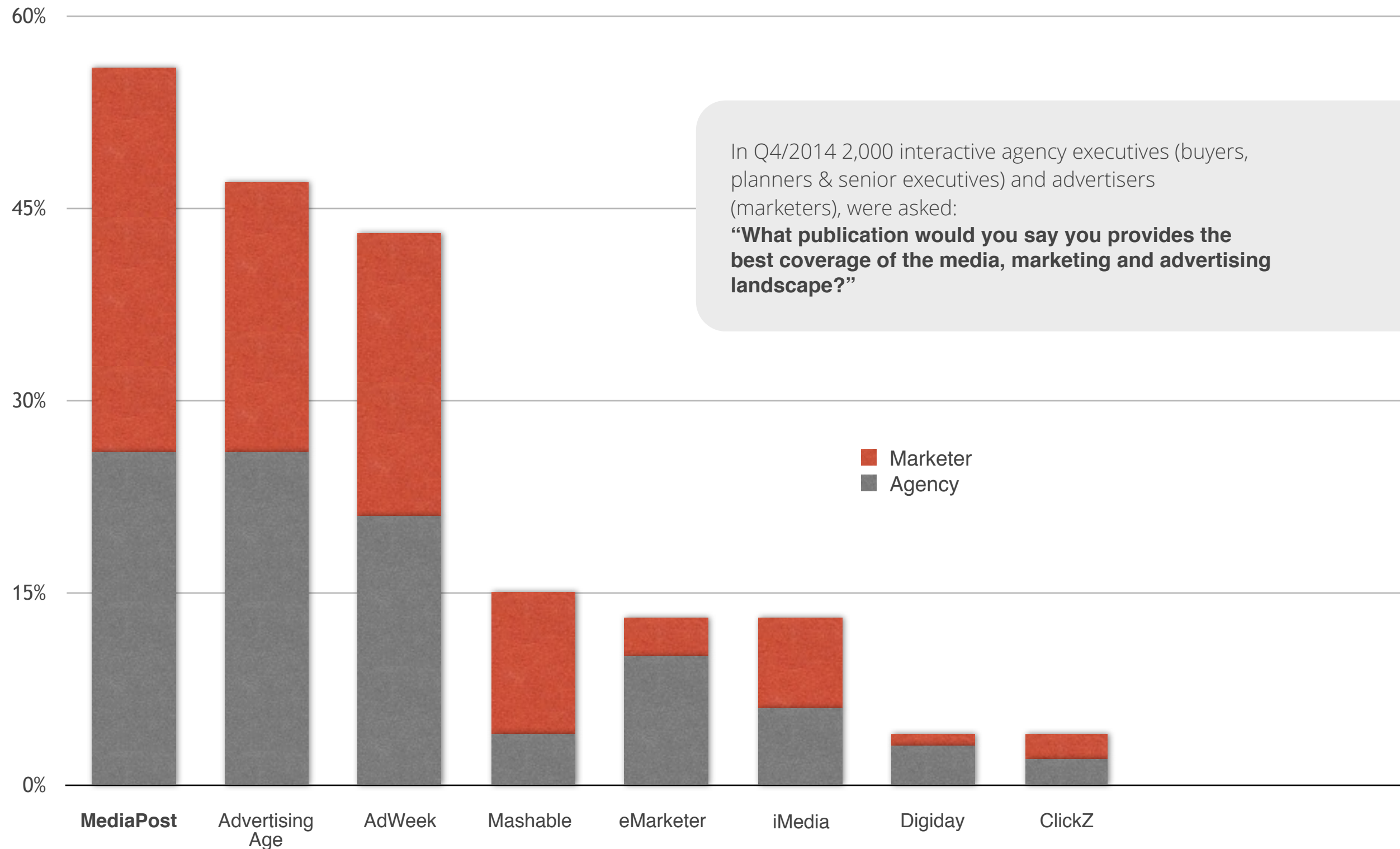
3% Other

MediaPost is read by the VP of Marketing/CMO Director of Marketing at all **100** of the top 100 advertisers in 2013

MediaPost has
633,015 monthly
unique
visitors

MediaPost is read by those in control of media spending
(Account Supervisors, Associate Media Directors)
at all **50** of the top billing
U.S. ad agencies in 2013

MediaPost: #1 with Marketers and Agencies



The MediaPost Audience

With 185,000 members — regular subscribers that have signed up to receive our publications via email, MediaPost is *the* most influential of any trade publishing. These subscribers include the final agency and brand-side decision-maker for 87% of all dollars spent on advertising from 2013. Here is a highlight of some of the top agencies and brand marketers that make up our regular readers:

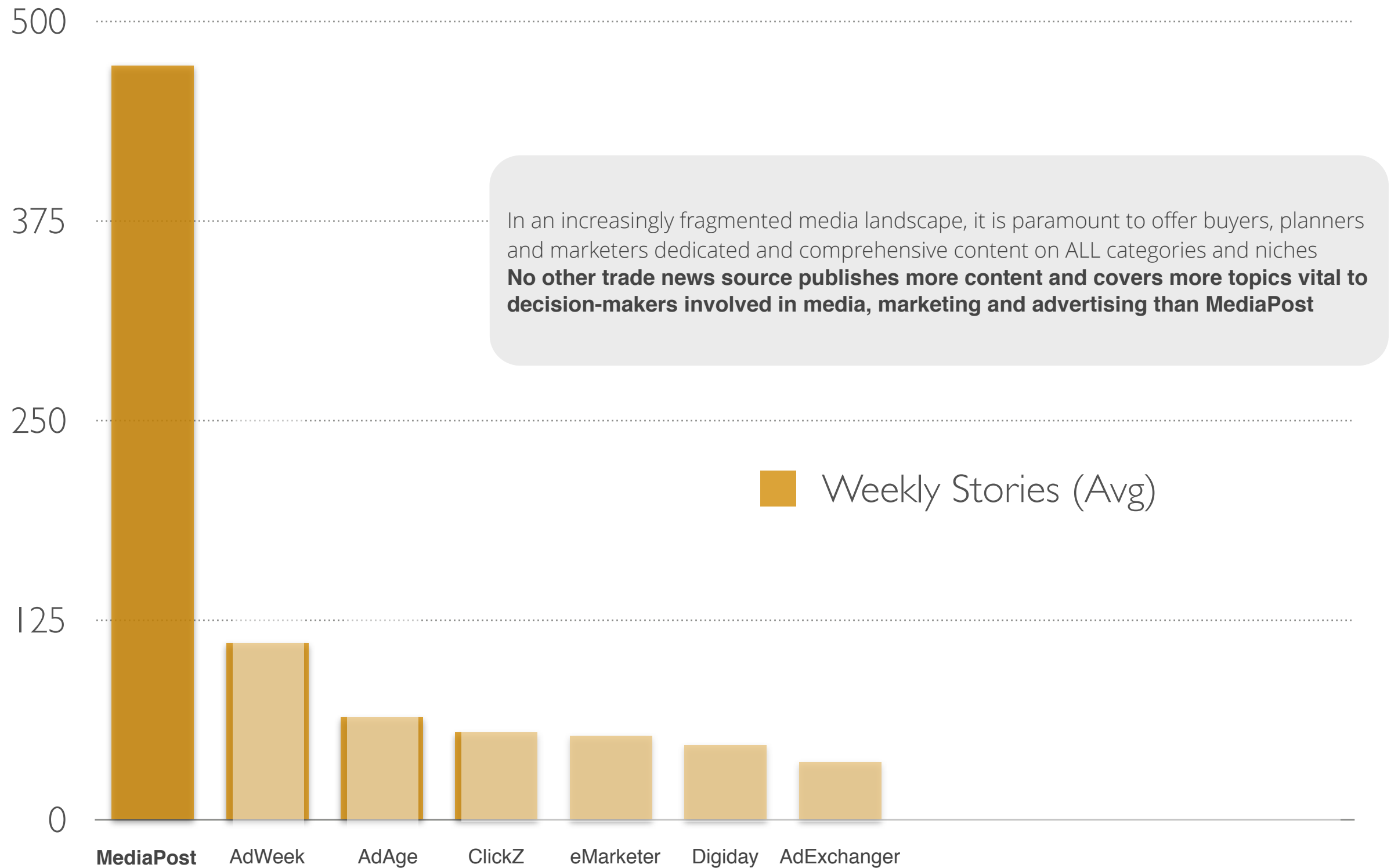


"MediaPost continues to be the leading destination for coverage around all aspects of marketing, and it continues to be a must-have for our marketing needs; aggregating together the marketers and agencies that we speak to. Its the first stop for almost everyone's daily reading."

Cory Treffiletti
SVP, Marketing @ Oracle Marketing Cloud



The Unquestioned Leader in Industry Coverage



Source: Average of Stories Published Per Week Over 3 Month Period

Customized Content for *All* Media Decision Makers

MediaPost is unique in its coverage of the media and advertising landscape, with 60 specific eNewsletters. This is born out of a strategy to have a niche-specific and customized roster of content for every single one of our readers- nearly all of whom are media professionals in control of an advertising expenditure.

MediaPost produces more content than any other advertising trade publisher and employs more full-time journalists than any other player in the industry.

Most importantly, MediaPost has built a dedicated editorial department for each of the most important niches in the media, marketing and advertising world. Our full roster of all editorial departments and the publications produced:



Online Advertising Specs - Standard

Creative Units Available

- Leaderboard (728x90)
- Right Column (300x250)

Animation looping o.k. – **3x max**

I-frames **with NO** Rich Media or javascript are ok for Newsletters.
Please provide click-url with all ads.

*User-initiated audio is allowed

NEWSLETTERS

GIFs, Animated GIFs, Jpegs: File size is 55kb max. Animation looping OK — 3x max with 15 seconds max per loop. There should be at least 1 second in between animated frames for readability. Please provide click URL with all ads.

**Note: Animated GIFs do not animate when viewed from MS Outlook 2007. Only the first frame will be shown.*

Standard Tags: Tags accepted from most systems. Click commands/click through URL with [TIMESTAMP].

**NOTE- All users using the Microsoft Outlook 2007 email client will only see the first frame of an animated GIF. We recommend that animated gif ads sent to us have a first frame that can be functional as a static ad.*

WEBSITE

- Rich Media must be sized to any of the creative units listed above

- HTML5 tags are preferred for web-based banners

- Other Rich Media, including HTML is accepted on **MediaPost.com only**. All formats accepted based upon QA testing.

All third party tags which adhere to above specs are accepted



Please submit all creative or tags to **Danielle Warren** at: danielle@mediapost.com and **CC Seth Oilman** seth@mediapost.com

- **Material deadline:** 3 business days prior to campaign start
- **All ROS or RON campaigns require at least 2 creative executions -** 728x90 and 300x250.

Multiple creative executions are welcome with a maximum of **8** per campaign per month.

Online Advertising Specs - High Impact Units

IN-BANNER VIDEO

728x90 or 300x250 Quicktime file (in MP4 or MOV format)
:15 seconds max (unless specifically requested otherwise)
Video Codec: h.264 Audio Codec: any
Frame Rate: 29.97 fps

HOVER AD UNIT

1000x100 and 100x100 .psd files required for creation
It is also recommended that the ad be designed to be slightly translucent so reader can see content within browser behind the ad.
MediaPost will need 10 business days to create the ad unit.

INTERSTITIAL ADS

640x480 static .swf with a max file size of 60k
No click or interactivity allowed
Ad will appear on a white page with "MediaPost Sponsor" and will have a Skip option. User will be redirected to content after 5 sec

EXPANDABLE VIDEO SPECS

Creative Title	Video Type (Quicktime/Betasp etc)	Video Length
Polite Banner	FX/Stream and Videostitial Streaming Videos Compatible with IE, Netscape, Firefox and Mozilla browsers	unlimited or 3 cycles
Expandable Banner		:15 or until closed
Transitional Ad "Commercial Break"		:15 or until closed
Guaranteed Pop		:15 or until closed
Streaming Video		:15 or until closed

Expandable Ad Specifications

(All Initial File Size 39kbs, All max file size 961kbs)

728x90 Leaderboard: 728x400 max, Upward or Downward

300x250 or 250x250 Right Column: 436x400 max, Downward or Leftward

Mouse Over/Mouse Off

1. Ad must retract upon mouse off, unless user interacts with the expanded ad by clicking on it.
2. If the ad expands with user click, the panel still must retract when mouse is removed.
3. In all cases, the expanded creative must include a prominent close button that retracts the ad
4. Any sound must be user initiated by click, not mouse over
5. Must have a standard "Close" button (symbol, X, and the word, "Close", 30wx20h) always present and clearly associated with the ad

Audio

1. User-initiated



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Thank you so much for considering us.

We look forward to doing everything we can to keep you top-of-mind with media influencers!

Seth Oilman

VP Sales, MediaPost

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