



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.



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:



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

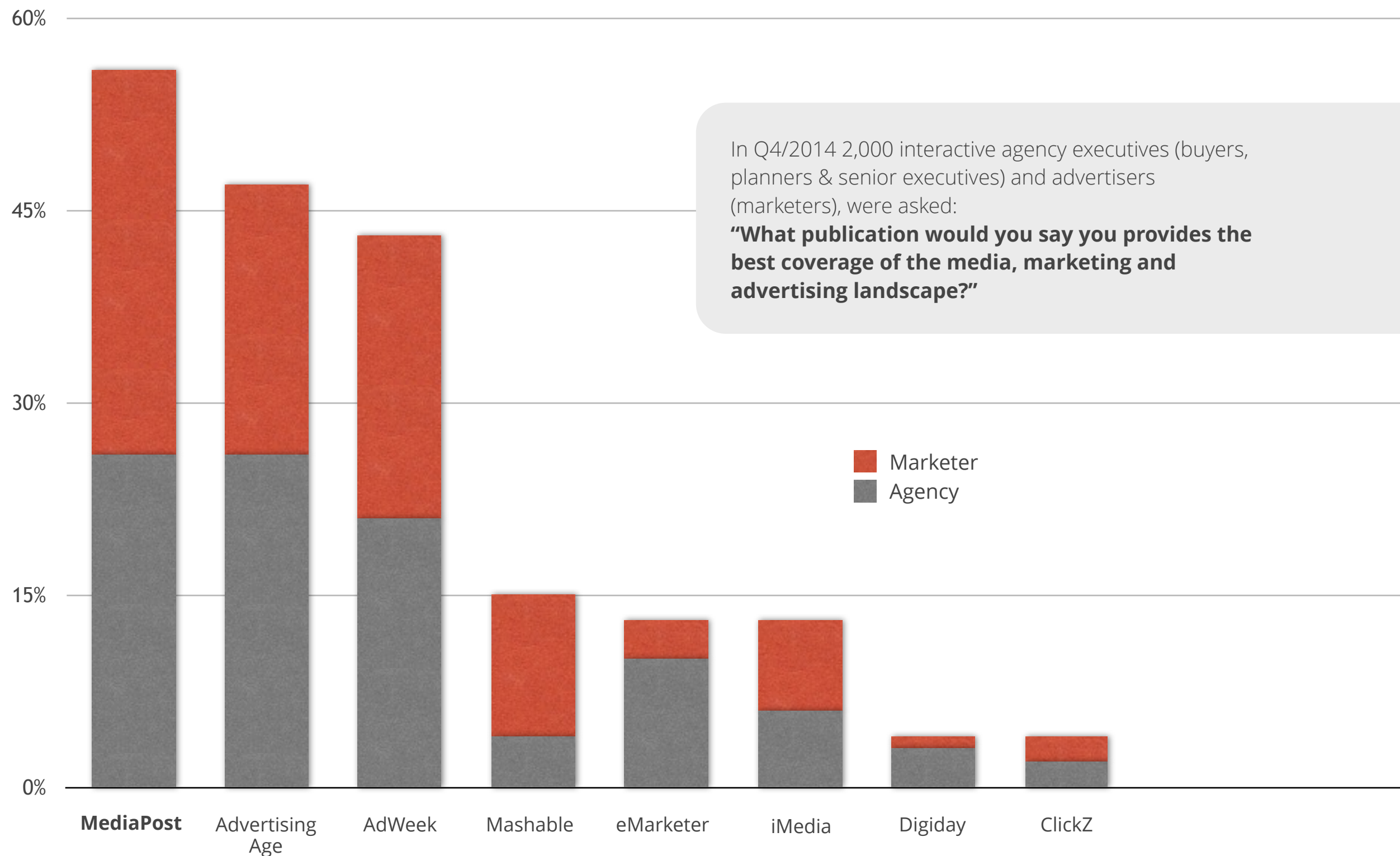
MediaPost is read by the VP of Marketing/CMO Director of Marketing at all **100** of the top 100 advertisers in 2015

MediaPost has
643,015 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 2015

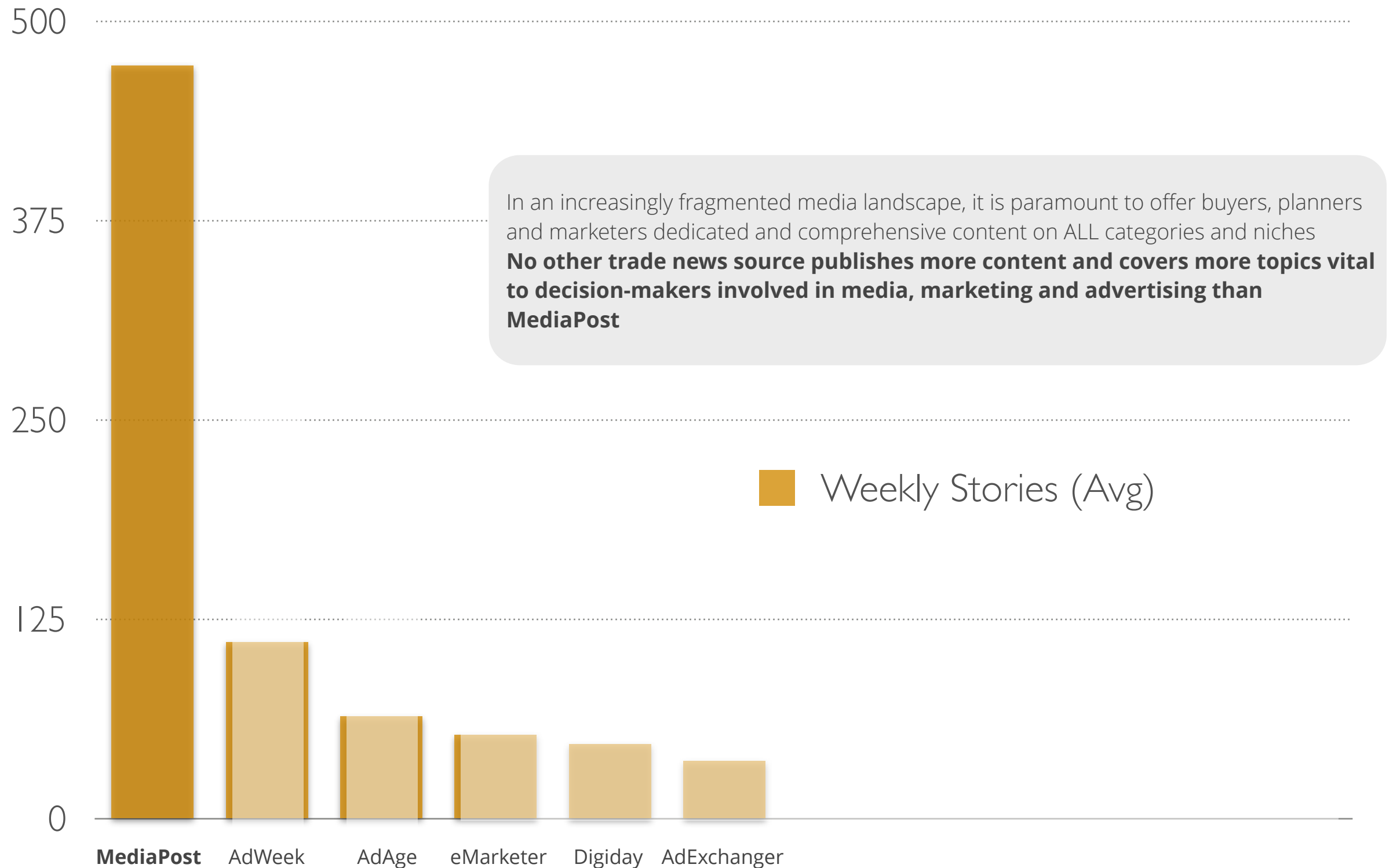


#1 with Marketers and Agencies





The Unquestioned Leader in Industry Coverage



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

The Best Writing Team In The Industry

For nearly two decades, MediaPost has produced the nation's finest daily in-depth coverage of all things germane to marketing and advertising. Our stable of writers has grown to include talented authorities in every media discipline, all with personal styles our readers have come to know and love.



Joe Mandese
Editor-in-Chief



Barbara Lippert
Editor at Large



Bob Garfield
Editor at Large



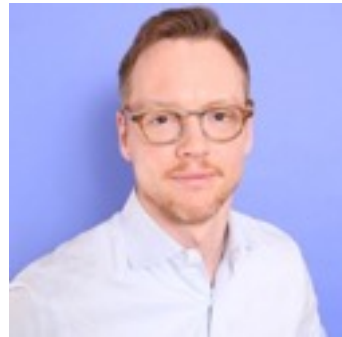
Tobi Elkin
Editor, Programmatic



Steve Smith
Editor, Mobile



Steve McClellan
Editor, Agency



Gavin O'Malley
Editor, Social Media



Erik Sass
Editor, Publishing



Jess Nelson
Editor, Email Marketing



Laurie Sullivan
Editor, Search



Wayne Friedman
Editor, Television



Nina Lentini
Editor, Brand Marketing



Chuck Martin
Editor, IOT



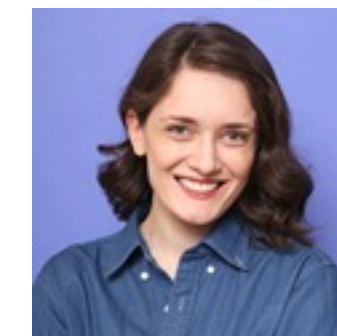
Wendy Davis
Editor, Policy/Legal



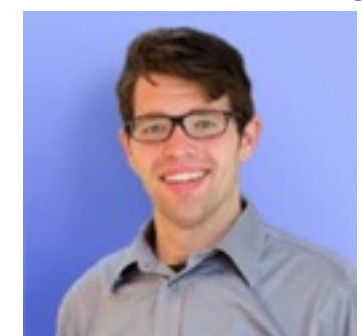
P.J. Bednarski
Editor, Online Video



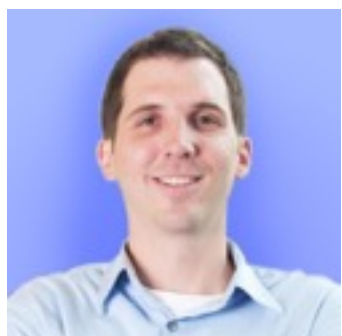
Larissa Few
Agency Beat Writer



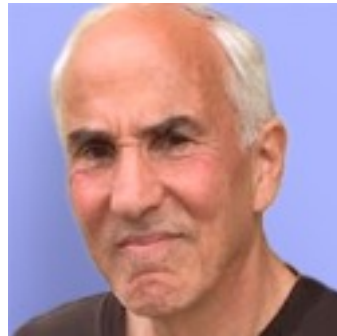
Felicia Greiff
Programmatic Beat Writer



Phillip Rosenstein
Political Marketing Beat Writer



Ben Frederick
Mobile Beat Writer



John Motavalli
Programmatic Beat Writer



Sean Hargrave
Correspondant,
London



Sarah Mahoney
Marketing Daily
Columnist



Amy Corr
Editor, Accounts on
the Move



Thom Forbes
Marketing Daily Columnist

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)
- Mobile Leaderboard 320x50

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 75kb 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.*

***The 728x90 leaderboard accepts a 320x50 for mobile. Please send a mobile-friendly leaderboard as well.*

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 **Ryan Loechner** ryan@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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