

# MMH.COM WEB RATES & SPECIFICATIONS

- Inventory is based upon availability at time of insertion and quoted prices are valid for 30 days. If the proposed inventory is not available, we will do the best to accommodate advertisers on other opportunities. Site ad unit inventory cannot be put on hold.
- Email newsletter sponsorship dates are based on availability at time of insertion. An advertiser can be wait-listed for a specific newsletter spot if not available. Specific sponsorship dates can be put on hold for 48 hours prior to insertion.
- Custom Opportunities: Timelines are created and agreed upon by advertiser and *Modern* at the start of each project. It is up to both parties to meet assigned deadlines for project to be completed on time.
- Impression delivery for all campaigns is measured by *Modern's* designated primary ad serving system. We are able to work with any supported third-party ad server.

## Creative Specifications

- Ad unit specs:  
 Leaderboard 728 x 90, 25k max file size.  
 Boom Box 336 x 280, 35k max file size.  
 Skyscraper 160 x 600, 20k max file size.  
 Rich Media accepted on all ad units.  
 All ad units must have a border.
- Email Newsletter Specifications: *Modern*: Up to 50 words of text (with URL link) and a 468x60 image (with a second link).  
 \* "Click here" will be hyperlinked to your URL.
- Sponsored Link Specifications: Headline—Company Name, 55 characters maximum, Body—250 characters, URL—200 characters (includes spaces and all punctuation).
- Please send banner ad files to:  
**adssupplychain@reedbusiness.com**  
 Please send newsletter files to:  
**adssupplychain@reedbusiness.com**  
 Please be sure to indicate the site name, position the ad is for and in the case of email newsletters, the newsletter name and issue date. Creative is due 3 business days prior to campaign start, 6 for rich media, and 5 for email newsletters.
- Rich media is accepted on all ad units, however action must be user-initiated. In order to respect the user experience, all rich media needs to be tested and approved. *Modern* reserves the right to refuse creative upon intrusiveness to the visitor or take down the creative based on visitor complaints. When

## MMH.com Options & Rates (all rates are gross)

Ad Size	Rate
<b>LEADERBOARD</b> 728 x 90	CPM \$115
<b>SKYSCRAPER</b> 160 x 600	CPM \$115
<b>BOOMBOX</b> 336 x 280	CPM \$125
<b>PEELBACK</b> Teaser 125 x125, Expanded 500 x 500	CPM \$170
<b>SPONSORED LINK</b> —Links located on <i>Modern's</i> homepage	CPM \$15
<b>SITE ROADBLOCK, RICH MEDIA</b> or <b>CHANNEL TARGETING</b>	CPM based on ad unit, plus 25% premium

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- submitting rich media please send alternate .gif. Additional charges may apply. If using rich media, please contact your sales rep. for more detailed information.
- Modern* reserves the right to change specifications. Advertisers will be given 30 days for any change.

## Streaming Videos

- Based upon impressions delivered (not the run time of the video).
- Recommend no longer than 15 seconds.
- Must have a close button.
- Must be user-initiated on a click vs. roll-over or automatic launch.
- 25% premium CPM on basic advertiser CPM rate.

## Billing/Cancellation Policy

- Billing is based upon on contracted impressions. Campaigns are billed monthly the last week of every month.
- Modern* has a 30-day written cancellation policy on all online media with no penalty, two week written notice on email newsletter sponsorships. If a campaign has already begun and then canceled, the advertiser will be responsible for the cost of impressions planned for up to two weeks after the cancellation along with the impressions that have been delivered.
- Custom Opportunities Cancellation Policy: Project can be canceled before any communication with the assigned Contributing Editor has taken place. If

project is canceled after initial communication, advertiser will be billed for all costs incurred in terms of production, writing and any media created or run.

## General Rate Policy

All advertising contracts accepted subject to change in rate upon notice from the publisher. Contracts may be canceled at the time the change in rate becomes effective without incurring a short rate. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and separately liable for such moneys that are due and payable to the publisher. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency requirement.

## Commissions and Terms

14% commission to recognized agencies on space, color and position only. Terms: net 30 days. Agency commission disallowed after 30 days from date of invoice.

## Protective Clauses

The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertising which simulates editorial must carry the word ADVERTISEMENT at the top in eight point type.

All orders accepted are subject to our credit requirements. Publisher reserves the right to select ad location unless advertiser pays for preferred position.

