

2012 E-MAIL ADVERTISING RATES & SPECS

DEDICATED E-MAIL PROMOTIONS

| | Writer's Digest |
|-----------|-----------------|
| Full List | \$7,500 |
| Selects* | \$85/m |

*Selects = Geographic & Demographic selects, as available; \$1,500 minimum

DEDICATED E-MAIL PROMOTIONS SPECS

HTML VERSION

- 1. Maximum file size:** 50K. Maximum width: 600 pixels.
- 2. Subject:** 80 characters maximum, no exclamation points or all caps.
- 3. No Flash, Java, JavaScript, Active X, or automatic downloads.**
- 4. Images must be .gif or .jpg.** All images must be served from the advertiser's server.
- 5. If using CSS in your HTML e-mail, you must have the styles embedded in the HTML.** Do not link to an external style sheet.

NEWSLETTER ADVERTISING

| | Tips & Updates | Writer's Market* |
|---------------------------|----------------|------------------|
| Banner #1 468 x 60 | \$700 | \$500 |
| Banner #2 468 x 60 | \$600 | \$400 |
| Banner #3 468 x 60 | \$500 | \$300 |
| Skyscraper 120 x 600 | \$700 | \$650 |
| Vertical Banner 120 x 240 | \$500 | \$400 |
| Button #1 125 x 125 | \$300 | \$300 |
| Button #2 125 x 125 | \$250 | \$200 |
| Classified Listing** | \$100 | n/a |

* Writer's Market is available to select advertisers.

** Classifieds Listings are 25 words (max) + URL.

DISCOUNT SCHEDULE

| 3x | 6x | 13x | 26x | 52x |
|----|-----|-----|-----|-----|
| 5% | 10% | 15% | 20% | 25% |

STANDARD MEDIA SPECS

- 1. File Size:** 25 KB max
- 2. JPEG or GIF files (MAP files not accepted)**
3rd party ad serving accepted
Animated GIFs: 3 loop maximum
- 3. Supplied Creative Production Deadlines Standard**
Media: 2 business days prior to go-live date

For Assistance Please Contact:

Advertising Representative

JILL RUESCH

(800) 726-9966 x 13223

Jill.Ruesch@fwmedia.com