

the original guide to living wisely





**“AS THE WORLD’S LARGEST PUBLISHER OF MAGAZINES IN THE CONSCIENTIOUS CONSUMER CATEGORY, OGDEN PUBLICATIONS IS DEEPLY COMMITTED TO THE ENVIRONMENT. EVERYTHING WE DO, FROM OUR EDITORIAL COVERAGE TO THE ADS WE CARRY, OFFERS READERS THE TOOLS TO LIVE A HEALTHY AND SUSTAINABLE LIFESTYLE.”**

— PUBLISHER & EDITORIAL DIRECTOR, **BRYAN WELCH**

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AdInfo@OgdenPubs.com (800) 678-5779  
[www.OgdenPubs.com](http://www.OgdenPubs.com)

**THE AUTHORITY  
ON LIVING WISELY**

# Mother Earth News

Sell your products and services to readers who view *Mother Earth News* as the authority on living wisely. Our mostly rural yet prosperous readership relies on our practical content when purchasing mowers; chainsaws; gardening tools; tractors; barns; sheds; and other do-it-yourself kits, plans and materials. *Mother Earth News*' rural readership looks to our expert editorial content to provide them with the how-to, and relies on our magazine to connect them with the companies whose products can meet their rural lifestyle needs. This affluent rural community won't hesitate to purchase farming equipment, building supplies, lumber mill equipment, and many other products and services that will help them achieve self-reliance. Each issue of *Mother Earth News* reminds our readers of their sustainable living options and invites them to recall our advertisers when making their purchases

## **ABOUT MOTHER EARTH NEWS READERS**

median age: 53.6 \* average household income: \$69,500

65% live on more than one acre \* 51% graduated or attended college

2006 Signet Subscriber study

**National Paid Circulation: 410,344** **Total Audience: 1.85 million**

Source: June 30, 2008 ABC Publisher's statement

Source: 2008 MRI double base study

MOTHER EARTH READERS ARE **SMART**, ENVIRONMENTALLY AWARE,  
**VALUES-DRIVEN**, **PRACTICAL**,  
**WELL-INFORMED**, **OPTIMISTIC**,  
**PASSIONATE**, NOT AFRAID TO GET THEIR HANDS DIRTY,  
**FORWARD-LOOKING**, **HEALTH-CONSCIOUS**  
AND **SOLUTIONS-ORIENTED**.

### **Mother Earth News readers invest in their lifestyle**

#### **Property improvements planned:**

- \* Landscaping/lawn improvements, 64%
- \* New fencing, 37%
- \* Road maintenance, 23%
- \* Renovate/build barn, 23%
- \* Build/improve pond, 15%

#### **Equipment ownership:**

- \* Pick-up truck, 66%
- \* Chain saw, 77%
- \* Compact tractor, 40%
- \* Riding lawn mower, 54%
- \* Tractor attachments, 30%
- \* ATV/UTV, 19%

#### **Acreage Owned:**

- \* Less than 1 acre, 35%
- \* 1-3 acres, 19%
- \* 4-7 acres, 11%
- \* 8-10 acres, 5%
- \* 10 + acres, 30%

### **Mother Earth News readers take action**

- \* 49% visited an advertiser's Web site
- \* 36% purchased a product or service
- \* 46% discussed advertised products and services with others
- \* 32% passed advertisements along to others
- \* 22% recommended a product or service to others
- \* Spend an average of 1.2 hours with each issue

*Source: 2006 Signet Research*

THE **AUTHORITY**  
ON LIVING WISELY



## IN EVERY ISSUE OF **Mother Earth News**

**ALTERNATIVE ENERGY** The country's leading source for the latest information on solar, wind, wood heat, biodiesel and other renewable energy options. **DO IT YOURSELF** Lots of plans and tips covering a wide range of home improvement and woodworking projects. **HOME BUILDING** Extensive coverage of the dynamic world of natural building, including log, timber frame, straw bale, adobe, earth-sheltered and cordwood homes; solar designs; energy-efficient appliances and more. **GREEN TRANSPORTATION** Regular coverage on greener ways to get around, including comprehensive buyer's guides for high-mpg automobiles, hybrids, flex-fuel, and more. **MODERN HOMESTEADING** Skills for urban and rural self-sufficiency, including property and road maintenance, water systems, and working with logs and lumber. **LIVESTOCK, FARMING AND FORESTRY** Expert advice on raising poultry and livestock, plus product stories on farm machines, outdoor power equipment and forestry equipment. **NATURAL HEALTH** Expert advice on safe, effective herbal remedies and natural approaches to a wide variety of medical concerns. **NATURE AND ENVIRONMENT** Inspiring articles that help readers enjoy, explore and protect the environment. **ORGANIC GARDENING** Multiple features and departments on the many benefits of growing and cooking with homegrown fruits and vegetables, plus organic fertilizers and outdoor power equipment guides. **WHOLE FOODS & COOKING** One of the country's leading voices promoting whole foods and organic products, and reporting on the growing concerns about the quality and safety of industrial food production.





# WHY ADVERTISERS DEPEND ON MOTHER EARTH NEWS

Because readers who trust *Mother Earth News* trust their advertisers, too.

“Advertising in several of Ogden’s publications has been a great avenue for us. The combination of circulation and savings enables us to affordably target several markets at once, increasing our exposure, and ultimately—our sales!”

— **DAVE ENGER**, Director of Advertising, NOW Foods

“DR Power Equipment has advertised in *Mother Earth* for almost 20 years. They’ve got our audience: folks who love to live and work on the land. But it’s not just the readers. It’s also the people behind the scenes who help advertisers connect with those readers—proposing new programs, helping with placement, editorial if appropriate. It’s a great partnership.”

— **JULIA GILBERT** Vice President Advertising, DR Power Equipment

“I got service. I got an organic audience. I got a great response. *Mother Earth News* and its readers speak our language!”

— **RACHEL KRUSE** President, Organicville Foods

“*Mother Earth News* has generated more response for our product than any other publication we have tried.”

— **CARTER THOMPSON** President, Miraco Livestock Watering Systems

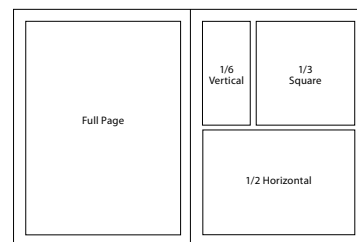
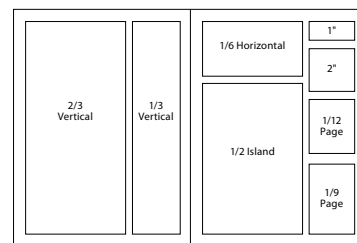
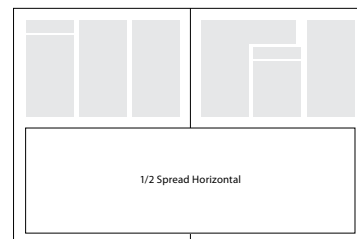
“Choosing to advertise in *Mother Earth News* was one of the best choices we ever made. Over the beginning months, our ad size kept growing and we now rarely run anything under a full page. Bringing in more leads than almost any other publication, the ROI is definitely worth it!”

— **ALLISON HARDER** Sales & Marketing Coordinator, Heatmor Inc.

## 2009 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Feb/Mar 2009	Nov 21, 2008	Dec 3, 2008	Jan 27, 2009
Apr/May 2009	Jan 19, 2009	Jan 28, 2009	March 24, 2009
June/July 2009	March 27, 2009	April 8, 2009	May 26, 2009
Aug/Sept 2009	May 25, 2009	June 3, 2009	July 21, 2009
Oct/Nov 2009	July 20, 2009	Jul 29, 2009	Sept 22, 2009
Dec/Jan 2010	Sept 21, 2009	Sept 30, 2009	Nov 24, 2009

## AD SIZES



AD TYPES	SIZES
Trim size	8" x 10 1/2"
Full page	7 1/2" x 10"
Full page with bleed	8 1/4" x 10 3/4"
2 page spread	15" x 10"
2 page spread, bleed	16 1/4" x 10 3/4"
1/2 page spread	15" x 4 1/2"
1/2 page spread, bleed	16 1/4" x 5 1/4"
1/2 page horizontal	7" x 4 1/2"
1/2 page island	4 1/2" x 7"
2/3 page vertical	4 1/2" x 9 3/4"
1/3 page vertical	2 1/8" x 9 3/4"
1/3 page square	4 1/2" x 4 1/2"
1/6 page vertical	2 1/8" x 4 1/2"
1/6 page horizontal	4 1/2" x 2 1/8"
1/9 page	2 1/8" x 3"
1/12 page	2 1/8" x 2 1/2"
2 inch	2 1/8" x 2"
1 inch	2 1/8" x 1"

### Premium placement

Advertisers may request premium placement. A 15% surcharge will be added to the regular advertising rate if placement is available. Contact your advertising representative for available pages.

All rates are gross.

15% commission paid to recognized advertising agencies.

Special discounts apply for non-profits and direct response advertisers. Please call your sales representative for pricing.

### PUBLICATION TRIM SIZE

8" x 10 1/2"

### PERFECT BINDING

Image area of all full bleed ads must extend 1/8" minimum beyond trim.

Live area must have 1/4" allowance from trim on all four sides.

**Send all materials to:**

Advertising Department  
Ogden Publications, Inc.  
1503 SW 42nd Street  
Topeka, KS 66609  
e-mail: [AdCoordinator@MotherEarthNews.com](mailto:AdCoordinator@MotherEarthNews.com)  
(800) 678-5779

**MATERIAL SPECIFICATIONS****We require all ads to be supplied electronically to the following specifications:**

**FILE FORMATS:** PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-rez PDFs. For tips on creating PDF/X-1a files, visit [www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf](http://www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf)

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Send all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended from the black channel. Using 4-color black type on small type is not recommended.

**SUBMITTING MATERIALS:**

**E-mail:** Ads (no larger than 10 megabytes) can be e-mailed to [AdCoordinator@MotherEarthNews.com](mailto:AdCoordinator@MotherEarthNews.com). Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

**YouSendIt FTP site:**

- Visit [www.yousendit.com](http://www.yousendit.com)
- Enter recipient e-mail address:  
[AdCoordinator@MotherEarthNews.com](mailto:AdCoordinator@MotherEarthNews.com) and your e-mail address.
- Select file and send it.

**Ogden FTP Site:**

- Install FTP software on your computer. (PC users can download FTP program called WS FTP and Mac users can download FTP program called Fetch from [www.download.com](http://www.download.com)).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Mother Earth News folder within the ADS\_IN folder. Save any Mac Files as MacbinaryII.
- E-mail [AdCoordinator@MotherEarthNews.com](mailto:AdCoordinator@MotherEarthNews.com) or fax a hard copy to (785) 274-4316 let us know the file has been uploaded with information about the software used.

Please note that any files sent through e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

**CD-ROM or DVD:** Submit ads on a Macintosh-formatted CD-ROM or DVD and must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

**COPY AND CONTRACT REGULATIONS**

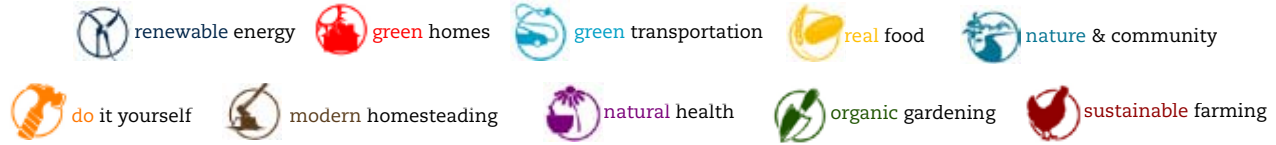
- Advertisers may not cancel orders for, or make changes to, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed, or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.

All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing, or distributing *Mother Earth News* or *Mother Earth News Online*.



# 2009 Editorial Calendar


Every issue of **MOTHER EARTH NEWS** covers a uniquely broad range of topics, including:








## February/March 2009

Ad Close: November 21, 2008

On Sale: January 27, 2009

-  Grow More of What You Eat: 3 Simple Garden Plans
-  Easy Ways to Eat Well
-  Best Backyard Trees
-  Rediscovering America's Ancient Grain
-  Solar Doghouse
-  Premium Woodscrews
-  Snow Removal Equipment
-  Living Fences
-  Pellet Stoves
-  Healthy Living to Prevent Cancer
-  Factory Farming and Nasty Microbes
-  Pros and Cons of Meat vs. Veggie and Grain Production


### Departments:

-  Green Home Improvement: insulate while you paint
-  Crop at a Glance: peas
-  Eat in Season: sprouts
-  Garden Know-how: ancient soil-building technique
-  Kitchen Garden: cow peas






## April/May 2009

Ad Close: January 19, 2009

On Sale: March 24, 2009

-  21st Century Homesteading: Pleasures of a Handmade Life, Plus Resource Guide
-  Low-cost Timber Frame Technique; Build Your Home in 10 Days for \$10K
-  Secret Weapon for Pest Control: poultry
-  Eco-friendly Lawn Care Options
-  Quick Guide to Raising Beef, Pork and Chicken; and buying local meat
-  Raising Chickens for Meat
-  Coping with Critters on the Homestead
-  Greener Yard Care Equipment
-  Low-cost DIY Hot Tub
-  Update on MAX the 100-mpg car (Mother's Auto X Prize entry)
-  Guide to wind power

### Departments:

-  Green Home Improvement: recycled flooring and tile
-  Crop at a Glance: chard
-  Eat in Season: rhubarb
-  Garden Know-how: soil testing
-  Kitchen Garden: fish pepper






## June/July 2009

Ad Close: March 27, 2009

On Sale: May 26, 2009

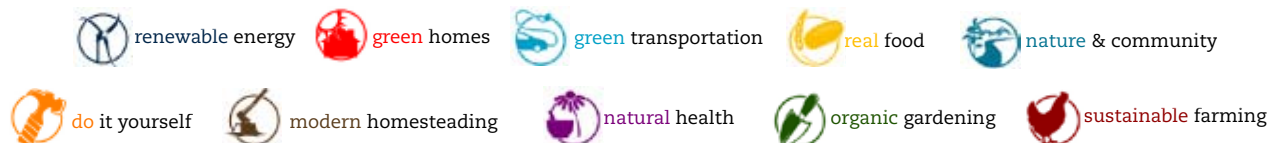
-  Trickle-down solar heating system
-  Super Solar Home
-  DIY Multipurpose Greenhouse/ Guesthouse Mini-home Plan
-  Guide to Knots
-  How to Make a Deluxe Clothesline
-  Adobe Home
-  Landscaping with Livestock
-  Yvon Chouinard/Patagonia
-  All About Berries
-  Make Cultured Butter
-  State of Milk in America
-  Guide to Mowing

### Departments:

-  Green Home Improvement: fiber-cement siding
-  Crop at a Glance: yard long beans
-  Eat in Season: heirloom grain corn
-  Garden Know-how: managing nitrogen
-  Kitchen Garden: Orange Glo Watermelon

# 2009 Editorial Calendar

Every issue of **MOTHER EARTH NEWS** covers a uniquely broad range of topics, including:



## August/September 2009

Ad Close: May 25, 2009

On Sale: July 21, 2009

- ● Start a Fall Garden
- ● Top 15 ways to slash your grocery bills
- 11 Great Places You've (Maybe) Never Heard Of
- Why We Must Create a New Vision for a Sustainable Economy
- ● Food Irradiation
- Electric Vehicle Conversions: basics and resources
- Multipurpose Earthbag Shed
- Classic Ranch House Gets Solar Makeover
- International Seed Saving Efforts; plus how to save seeds
- ● Rainwater Harvesting

### Departments:

- Green Home Improvement series: low-tech cooling with whole house fans
- Crop at a Glance: cauliflower
- Eat in Season: apples
- Garden Know-how: best hoes
- Kitchen Garden: dahlias

## October/November 2009

Ad Close: July 20, 2009

On Sale: September 22, 2009

### Features:

- ● Small, Energy-efficient Homes
- ● Make Your Own Convenience Foods
- ● More All-time Best Country Lore
- How to Save Energy at Home
- The Pros and Cons of Wood Heat
- Renewable Energy Breakthroughs
- Homesteading Lessons Learned: if I could start over
- Electric Mower Conversion
- Making Mead
- Low-cost Top Bar Beekeeping
- Grown Your Own Grains
- When to Plant What
- ATV and Attachments

### Departments:

- Green Home Improvement: tankless water heaters
- Crop at a Glance: garlic
- Eat in Season: nuts and seeds
- Garden Know-how: cover crops and green manures
- Kitchen Garden: red wine velvet sweet potato

## December 2009/January 2010

Ad Close: September 21, 2009

On Sale: November 24, 2009

- New Era of High-mpg Cars; special emphasis on diesel
- Pros and Cons of Going off the Grid
- Update on MAX the 100-mpg car (Mother's Auto X Prize entry)
- Compressed Earth Blocks
- Alternatives to Lawns
- Organic Gardening
- Eat Your Weedies
- Pole Buildings
- ● Electric Fencing
- Q&A with Beau Turner: one of world's largest landowners is an environmentalist
- Seduction of Place: nature writers and our connections to places

### Departments:

- Green Home Improvement: energy-recovery ventilator
- Crop at a Glance: parsnips
- Eat in Season: whole grains
- Garden Know-how: soil building with wood chips
- Kitchen Garden: cowpeas

# Audience Demographics

**Subscriptions: 315,002**  
**Single Copy Sales: 95,342**  
**National Paid Circulation: 410,344**

Source: June 30, 2008 ABC Publishers Statement

## Total Audience: 1.85 million

Source: 2008 MRI Doublebase

Average age 53.6  
 Average HHI \$69,500  
 Average of Value of Owned Home \$236,300

	% of readers		% of readers
<u>GENDER</u>		<u>HHI</u>	
Men	44.7%	HHI \$150,000+	4.8%
Women	55.3%	HHI \$75-149,999	23.5%
<u>EDUCATION</u>		HHI \$50-74,999	21.0%
Graduated college plus	19.0%	HHI \$30-59,999	19.5%
Attended college	26.8%	HHI <\$30,000	19.5%
Graduated high school	18.6%	<u>OCCUPATION</u>	
Post graduate	5.2%	Working full time	59.3%
<u>AGE</u>		Working part time	10.1%
18-24	1.1%	Professional	31.4%
25-34	6.4%	Management, business and financial operations	17.3%
35-44	16.7%	Sales and office occupations	7.7%
45-54	30.5%	Natural resources, construction and maintenance	7.1%
55-64	22.3%	Other employed	11.5%
65+	8.6%	<u>AREA OF RESIDENCE</u>	
<u>HOME</u>		County size A	11.6%
Home owned	94.3%	County size B	12.7%
Home value: \$500,000+	8.7%	County size C	21.0%
Home value: \$200-499,000	36.0%	County size D	54.7%
Home value: \$100,000-199,999	36.0%		
Home value: <\$100,000	19.5%		

## THE MOST COMPREHENSIVE RURAL LIFESTYLE DIGITAL BUY ON THE PLANET.

Rate: \$35 per thousand impressions. Special network-wide rate: \$25 per thousand impressions.



### [www.MotherEarthNews.com](http://www.MotherEarthNews.com)

Contains all editorial content from the magazines first 38 years in a searchable database, which includes thousands of articles, many relating to the rural property owner, such as: outdoor power equipment buyer's guides, do-it-yourself building projects, small-scale farming, livestock care, forestry, gardening, lawn & pasture care, nature/environment, and self-reliant living.

**Approximate Monthly Impressions:** 3,000,000

**Minimum Ad Buy:** 100,000 impressions



### [www.Grit.com](http://www.Grit.com)

Since 1882, GRIT has celebrated country lifestyles of all kinds. This site offers editorial content covering topics related to country living, land management, wildlife, gardening, livestock or pets, skills and techniques, seasonal food, community, machinery or tools, and lifestyle events.

**Approximate Monthly Impressions:** 100,000

**Minimum Ad Buy:** 25,000 impressions



### [www.FarmCollector.com](http://www.FarmCollector.com)

Your resource for vintage farm equipment. This site offers edit from the magazine, e-shopping and the Farm Collector Show Directory, as well as a huge classified advertising section.

**Approximate Monthly Impressions:** 40,000

**Minimum Ad Buy:** 15,000 impressions



### [www.GasEngineMagazine.com](http://www.GasEngineMagazine.com)

Your best source for tractor and stationary gas engine enthusiasts. This site is filled with restoration stories, company histories and technical advice from collectors. as well as our Flywheel Forum column that contains answers to engine inquiries and hundreds of ads.

**Approximate Monthly Impressions:** 35,000

**Minimum Ad Buy:** 15,000 impressions



### [www.Cappers.com](http://www.Cappers.com)

Contains articles, features, recipes and profiles that celebrate our American country lifestyle.

**Approximate Monthly Impressions:** 12,000

**Minimum Ad Buy:** 5,000 impressions

## e-newsletters

### Mother Earth News Newsletter (10 issues per month)

Use Mother Earth's unique insight to reach subscribers interested in DIY skills and projects, food and gardening, simple living and country skills, green energy and great homes, and health and environment. Available for entire month or by category.

**Rates:** \$15,000 per month or \$3,000 per issue

**Current Circulation:** 75,843

### Utne Daily (20 issues per month)

Join the "in-the-know" audience with the best of Utne blogs. Seven topics to choose from: environment, spirituality, politics, arts, media, science and technology, great writing. Available for entire month or by category.

**Rates:** \$4,800 per month or \$500 per issue

**Current Circulation:** 11,315

### Natural Home Newsletter (weekly)

Target homeowners looking to green their living spaces. Each issue offers news, gardening tips, recipes, blog teasers and more. Available for entire month or by issue.

**Rates:** \$2,000 per month or \$800 per issue

**Current Circulation:** 18,365

### The Herb Companion Newsletter (weekly)

Connect with the growing herbal market! This newsletter features recipes, gardening tips, new natural health research updates from the American Botanical Council and more. Available for entire month or by issue.

**Rates:** \$2,000 per month or \$500 per issue

**Current Circulation:** 7,774

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## UTNE PODCAST

More bang for your buck! Your audio message airs during this "field guide" to alternative arts, culture and ideas culled from more than 1,500 indie media sources. Includes a link to your site from the episode's Web page.

**Package Options:** 1-2 episodes \$2,000 per episode, or 3+ episodes \$1,500 per episode

## UTNE MEDIA PLAYER

Promote your latest CD or book with up to five minutes of audio on this popular sampler.

**Package Options:** \$300 - \$1,000 per month

## NATURAL HOME ONLINE VIDEO

Reach green homeowners looking for DIY tips and projects. Your message appears prior to the project footage.

**Package Options:** \$40 per thousand impressions, 50,000 minimum impressions

## OGDEN SPONSORED SITES

Get noticed across Ogden's GreenCore titles with these category-specific online directories. Billboards appear on hundreds of Web pages (totaling nearly 2.4 million monthly impressions) across the sites for *Mother Earth News*, *Utne Reader*, *Natural Home* and *The Herb Companion*. Choose from travel, health, books/music/film, around the home, gardening, alternative energy, real estate and responsible building classifications.

**Package Options:** monthly packages available from \$200 to \$500 per month

## E-NEWSLETTER SPECIFICATIONS

### SIZES FOR E-NEWSLETTER ADVERTISING:

Banner Ad (468 x 60)  
Scraper (160 x 600)  
Text Ad (logo + 50 words)

### CURRENTLY ACCEPTED AD FORMATS:

*Preferred: GIF, JPEG*  
All ads should include a click-through URL  
All ads may include an alternate text  
description

### FILE SIZE:

File size of 20kb or less @ 72 dpi

## ONLINE ADVERTISING SPECIFICATIONS

### SIZES FOR RUN-OF-SITE ADVERTISING:

Leaderboard (728 x 90)  
Banner Ad (468 x 60)  
Jumbo box (300 x 250)  
Scraper (160 x 600)

### SPONSORED SITES DIRECTORY:

Ad Size (131 x 277)  
note: a 1/6th ad can be used - 2 1/8" x 4 1/2"

### CURRENTLY ACCEPTED AD FORMATS:

*Preferred: GIF, GIF89, Animated GIF, JPEG*  
All ads should include a click-through URL  
All ads may include an alternate text de-  
scription

*HTML/JavaScript (DHTML)/Flash(URL embedded)*  
Locally hosted on ad servers, these HTML  
and Javascript ads can consist of text,  
images, pull-down menus and / or formats

### FILE SIZE:

File size of 20kb or less @ 72 dpi (larger for  
flash)

### VIDEO ADVERTISING FORMATS:

.mp4 or .wmv      4:3 aspect ratio

### MATERIAL SUBMISSION:

Send all ads to [advertising@ogdenpubs.com](mailto:advertising@ogdenpubs.com).  
Within the e-mail please note the following:  
*Company Name, Contact Name*  
*Contact Number, Web site it will be running on and expected start date.*

## ARTICLE PAGES All Titles

**Ad Size: 468 x 60**

**Ad Size: 728 x 90**

**Ad Size: 300 x 250**

**Ad Size: 160 x 600**

**Ad Size: 160 x 600**

**Ad Size: 300 x 250**

**Ad Size: 300 x 250**

## BLOG PAGES All Titles

**Ad Size: 160 x 600**

**Ad Size: 300 x 250**

**Ad Size: 300 x 250**

## NEWSLETTER All Titles

**Ad Size: 468 x 60**

**Ad Size: 160 x 600**

**Ad: Logo with 50 word text**