

Refrigerated Transporter® online offerings are a great way to brand your products or services, build awareness, and drive traffic to your company's Web site.

### Web site dimensions and file sizes:

#### refrigeratedtransporter.com

- 1 Top Leaderboard: 728 x 90 - \$1400 flat rate net per month (Displayed in Header on every page)
- 2 Spotlight: 300 x 250 - \$1050 flat rate net per month (Displayed in Right Rail on every page)
- 3 Button: 180 x 150 - \$950 flat rate net per month (Within article on article page)
- 4 Bottom Leaderboard: 728 x 90 - \$900 flat rate net per month (Displayed in Footer on every page)
- 5 Site Intro/Welcoming Ad: 640 x 480 - \$820 net per week (Displays over website content. Served to each unique visitor once per day on first page of first daily visit.)
- 6 Site Skin: Two 160 x 720 - See Rep (Two tower ads displayed along far left and right sides of website.)
- 7 Floor Unit: 970 x 90 (Collapsed), 970 x 410 (Expanded unit) - See Rep (Appears at bottom of screen and remains as readers scroll down the page. Expands up from center at extended hover or user initiated click.)
- 8 Jumbotron: 300 x 600 (Initial unit), 970 x 700 (Expanded unit) - \$850 per week (Half-Page page ad unit expands to page width.)

#### Custom Unit Specs Available

- Floating Interstitial
- Roadblock (site intro)
- Corner Peel
- Expandable Unit
- Site Skin
- In-banner Video

For details and specs on custom units, visit [www.refrigeratedtransporter.com/advertisers](http://www.refrigeratedtransporter.com/advertisers) Call sales rep for rates.

### Acceptable Ad Formats:

#### Standard Image: Animated GIF, JPEG, GIF or PNG

- Maximum file size: 200K for all banner sizes
- Maximum number of loops: 3
- Maximum frames for animated GIFs: 4 (Include instructions for referring URL and alt text)

#### Third Party Ad Tags: Internal redirects, redirects, Java, iFrame and standard ad calls are accepted.

- Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex
- All others should be run by your ad trafficker for testing and verification.
- Anti-caching documentation is required.

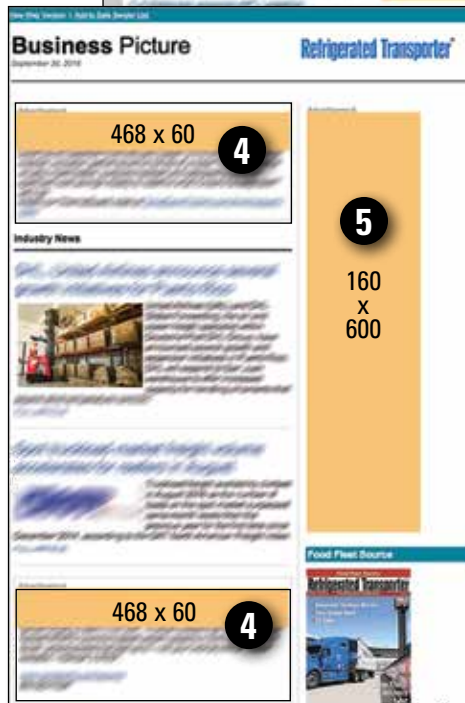
#### Rich Media: HTML5; Initial download for rich media not to exceed 200K; maximum additional file weight polite download max is 300K. (Flash no longer accepted)

### E-newsletter dimensions and file sizes:

#### Business Picture (weekly)

- 4 Full Banner: 468 x 60 full banner • 200k max, GIF, JPEG (Rich media is not accepted, includes additional 50 words of text & email/url link) • Displayed throughout the main body of the newsletter \$1050 flat rate net per month (4-5 weekly issues)
- 5 Tower: 160 x 600 • 200k max, GIF, JPEG (Rich media is not accepted) • Displayed in Right Rail of the newsletter \$1050 flat rate net per month (4-5 weekly issues)

**Frames and Looping:** Outlook 2007 will not render animated GIFs. If sending an animated GIF, please make sure the first frame can stand alone.



**Materials due:** One week prior to newsletter blast.

**Closing Dates:** Issues are sent every Friday. (Space is reserved on a monthly basis and will include 4-5 Fridays)

**Cancellation Policy:** Banners & sponsorships require a 2-week written cancellation notice.

*More detailed specs available on request*