

ROS and One Stop Sponsorships

ROS Sponsorships sold on a CPM basis

One Stop Sponsorships sold on a monthly basis (all 5 ad units included in Category One Stops only)

Ad units:

Leaderboard – 728x90 pixels

Position One Premium Boombox – 300x250 pixels

Position Two Premium Boombox – 300x250 pixels

Upper Small Boombox – 180x150 pixels

Lower Small Boombox – 180x150 pixels

Expandable Ad units:

Expandable Leaderboard – 728x135 pixels

Expandable Premium Boomboxes – 450x250 pixels

Format: GIF, Animated GIF, JPEG, HTML, Flash, Rich Media*

File size: 40K or less

Material due: 3 business days prior to posting

Send material to: amanda.miller@penton.com

Introstitial / Roadblock – up to 640 x 480 pixels

Ad serves before Homepage up to 10 seconds to every unique visitor (one unique visitor counted per day). Sold on a weekly basis.

Format: GIF, Animated GIF, JPEG, Flash, Rich Media*

File size: 80K or less

Material due: 3 business days prior to posting

Send material to: amanda.miller@penton.com

Click Tracking with Flash – Advertisers/Agencies

For Flash Version 7.0+ Users

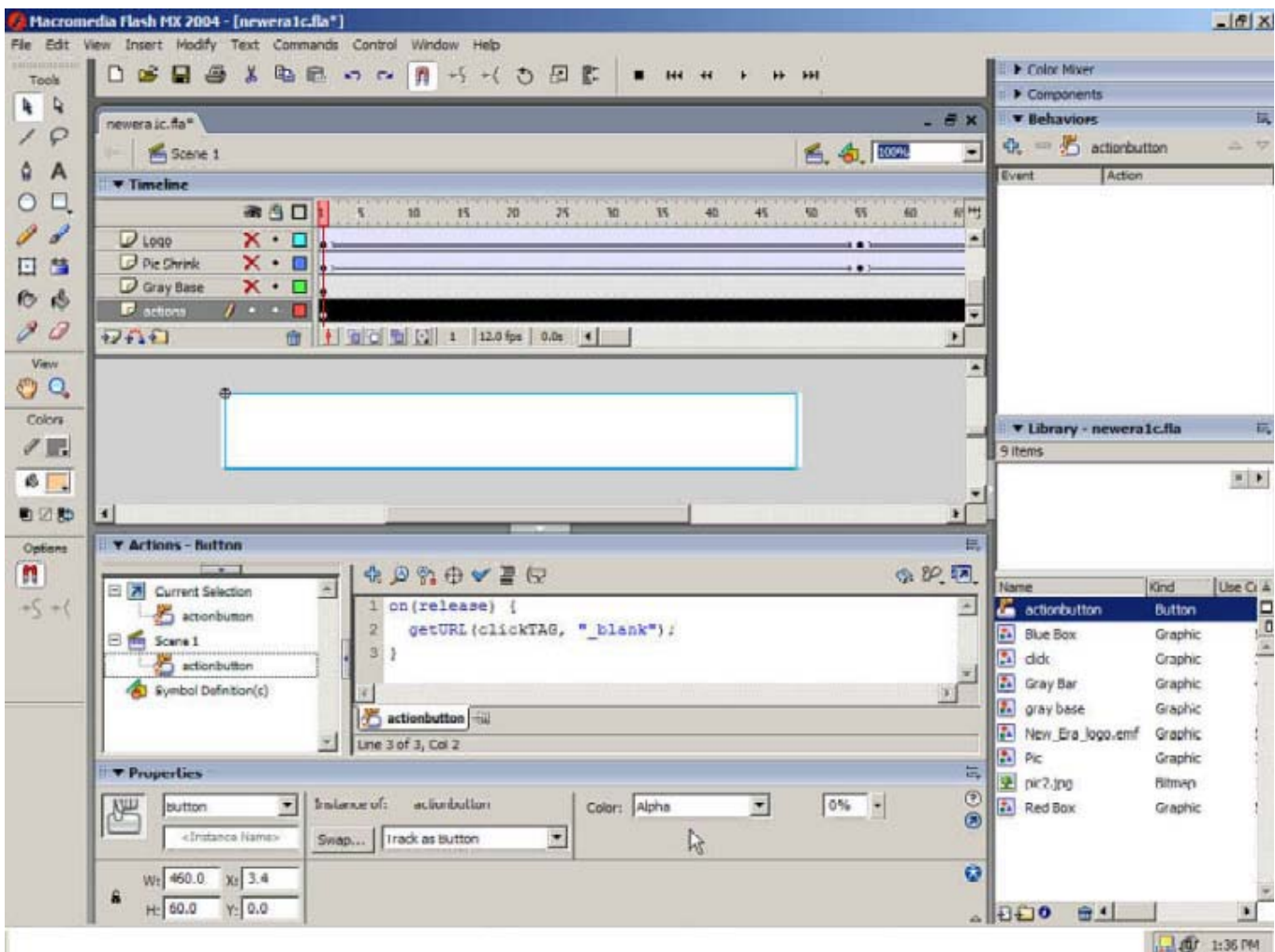
1. If you are using Flash version 7.0+, the appearance of your screen may differ. Please visit http://www.macromedia.com/resources/richmedia/tracking/designers_guide/ for reference.
2. The syntax for version 7.0+ is slightly different. Select the layer that contains your button. Open your Actions panel and copy and paste the code EXACTLY as follows (i.e. Do not modify the code):

```
on (release) { if ( _level0.clickTag.substr(0,5) == "http:") { getURL( _level0.clickTag, "_blank"); } }
```

3. Alternatively, some users find it helpful to place a button on a new layer at the very bottom of all other layers. If you choose this method, turn off all the other layers to isolate the button, associate the action with the button, and then manually paste the following clickTAG code into the actions window EXACTLY as shown (i.e. Do not modify the code):

```
on(release) { getURL(clickTag, "_blank"); }
```

4. Below is a screen-shot of this implementation page in Flash version 7.0



Homepage Peel Back – 100% exposure to all Homepage views. Sold on a monthly basis.

Format: Rich Media*

Rich Media* creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblaster etc.

We only accept third party tags. We accept most standard peel back specs/templates used by third parties.

- Closed creative must be no larger than 125w x 125h pixels.
- Expanded creative must be no larger than 600w x 600h pixels for optimal display on a 15" monitor.
- Expansion can be mouse-over.
- Close button must be included.
- Audio must be click-initiated.
- Max initial file load: 40kb
- Max polite file load: 80kb

Material due: 3 business days prior to posting

Send material to: amanda.miller@penton.com

***For Rich Media, we follow IAB standard guidelines as seen here:**

http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media

Rich Media creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblaster, etc. We only accept third party tags.

Supermarket News Daily News Update eNewsletter

Header Boombox Position

180x150 pixel ad

Format: GIF, JPEG

File size: 20K or less

Url of advertiser's choice

or

Top, Second and Third Banner Positions

468x60 pixel ad

Format: GIF, JPEG

File size: 20K or less

50 words of text

Url of advertiser's choice

or

Tower Position

120x600 pixel ad

Format: GIF, JPEG

File size: 20K or less

Url of advertiser's choice

Material due: 10 days prior to deployment

Send material to: amanda.miller@penton.com

E-Blasts

Advertiser creates content/message. Advertorial in nature. This is a 600 pixel wide E-Mail with images and text.

Up to 5 images – 600 pixels wide

Format: GIF, JPEG

File size: less than 75K

Up to 500 words of copy submitted in Microsoft Word format only

Subject line text

Supply Test, Seed and * Suppression Lists

Material due: 10 days prior to deployment

Send material to: amanda.miller@penton.com

E-Postcards

Exclusive sponsorship E-mail with “front and back” creative – 600 pixels wide by 400 pixels high.

Format: GIF, JPEG

File size: less than 50K

Subject line text

Instructions where links are to be placed

Supply Test, Seed and * Suppression Lists

Material due: 10 days prior to deployment

Send material to: amanda.miller@penton.com

Video E-Blasts/E-Postcards

E-Blast or E-Postcard with up to 5 minutes of pre-produced video.

Video player landing page includes 2 ad units

728x90 and 300x250

Format: GIF, JPEG

File size: less than 75K

Company logo

Subject line text

Instructions where links are to be placed

Supply Test, Seed and * Suppression Lists

Material due: 14 days prior to deployment

Send material to: amanda.miller@penton.com

*list of eMail addresses that the advertiser has been asked not to send eMail to. To avoid violating CAN SPAM laws, we are required to ask for this list as we are sending an eMail on the advertiser's behalf. If the advertiser does not have a suppression list, they will be required to sign off on the attached Commercial E-mail Liability Release.



Commercial E-mail Liability Release

_____ [Company name] hereby confirms that:

- (i) it is familiar with the federal CAN-SPAM Act ("Act") and the requirements pertaining to commercial e-mail as established by the Act, and
- (ii) is has not supplied Penton Media Inc., ("Penton") with a list of recipients who have chosen to opt-out from e-mail solicitations from _____ [Company name] because _____ [Company name] does not maintain such an opt-out list.

In consideration of the above, _____ [Company name] hereby agrees that it shall, at its own expense, indemnify, defend, and hold harmless Penton, together with its employees, representatives, and agents, against any claim, suit, action, or other proceeding brought against Penton based on or arising from a claim in connection with Penton's sending commercial e-mails on behalf of _____ [Company name]; provided, however, that in any such case: (x) Penton provides us with reasonably prompt notice of any such claim; (y) Penton permits us, at our sole expense, to assume and control the defense of such action, with counsel chosen by us (who shall be reasonably acceptable to Penton); and (z) we do not enter into any settlement or compromise of any such claim without Penton's prior written consent. We agree to pay any and all costs, damages, and expenses, including, but not limited to, reasonable attorney's fees and costs awarded against or otherwise incurred by Penton in connection with or arising from any such claim, suit, action or proceeding.

COMPANY

By Date

Print Name

Title

In Banner Registration Ads - 300x250 pixels

Sold on a CPM (cost-per-thousand) or CPL (cost-per-lead) basis.

Logo and/or subtle background image

Specify what information the user is required to enter and what is optional (name, email address, job title, etc.)

Additional survey questions (with multiple choice answers). Please limit to two questions.

Copy of the white paper or whatever it is they're promoting as a download.

Compelling question or statement that will persuade the user into obtaining the information the advertiser is providing.

E-Mail address to forward weekly leads

Format: JPEG and Photoshop files

File size: 40K or less

Material due: 1 week prior to posting

Send material to: amanda.miller@penton.com

White Paper Postings - Sold on a quarterly basis.

728x90, 300x250 & 180x150 pixel ads (these will run throughout the Web site and on the landing page)

Format: GIF, Animated GIF, JPEG, HTML, Flash, Rich Media

File size: 30K or less

Company logo – 120x60 GIF, JPEG

White paper (must meet editorial approval) and white paper executive summary

3 qualifying questions

E-Mail address to forward weekly leads

Material due: 3-4 weeks prior to posting

Send material to: amanda.miller@penton.com

Ask The Experts

Exclusive rights to sponsored category. Sold on a quarterly basis.

728x90 and two 180x150 pixel ads (these will run exclusively in sponsored category)

Format: GIF, Animated GIF, JPEG, HTML, Flash, Rich Media

File size: 30K or less

Expert's Headshot – 76x86 pixels (static)

Expert's Name, Title, Company Name, Expert or Company City and State

Expert's Background Information – can be up to 100 words. Include the types or categories of questions a reader might ask – this will help to generate higher quality questions.

URL Address – provide destination URL (ex. www.penton.com) and display text (ex. Penton Media) to be included in the Expert box.

E-Mail Address – this is public and located within the Expert box. A general company E-Mail address can be used or we can set up a special Ask The Expert E-Mail address.

Phone Number – we recommend a general toll free number or sales number

Company logo – 120x60 GIF, JPEG

E-Mail Addresses of everyone including Expert who will want to be copied when a question is asked.

2 or 3 seed questions to get the category Q & A started

Expert will be given a 15-minute administration training session

Material due: 3-4 weeks prior to posting

Send material to: amanda.miller@penton.com

Pop Quiz - see below for Penton Media Pop Quiz details

Material due: 3-4 weeks prior to posting

Send material to: amanda.miller@penton.com

Penton Media Pop Quiz

1. Choose the Character & Background Color

Ed



Professor



Walter



2. Sponsor Logo
 - We need an image of your logo in .psd or .eps format. If it isn't available in one of those formats, we'll need the highest quality jpg you can supply.
3. Provide Contest Title
 - See the help file attached below for an example
4. Provide Welcome Text
 - See the help file attached below for an example
5. Provide Introductory Text
 - See the help file attached below for an example
 - 600 characters maximum including spaces
6. What fields are required for the user to enter?
 - See the help file attached below for an example
 - Field options (Indicate which ones you want included and if they are required):
 - First Name – always required
 - Last Name – always required
 - Email – always required
 - Company – you may choose to require or not
 - Title – you may choose to require or not
 - Unlimited number of custom demographic questionsFor example: How many people are in your company? What is your primary job function?
These can be fill-in-the-blank or select one from a drop-down list. If you provide drop-down list options there is a 100 character maximum including spaces. We cannot exceed 100 characters in the fill-in-the-blank option
7. What are your questions and answer options?
 - There is no limit to how many questions can be asked
 - All questions are in multiple choice format with one correct answer and unlimited answer options
 - 500 characters maximum including spaces for each question and answer option. What text do you want on the results pages to say, based on the user's score?
 - See the help file for an example
 - Each result page must be 100 characters or less including spaces
 - Perfect Score:
 - 75%-99% Correct:
 - 50%-74% Correct:
 - 25%-49% Correct:
 - 0%-24% Correct:
8. Scoring Method
 - Select one of the following scoring methods
 - i. Permit multiple submission, store all
 - ii. Permit multiple submission, store last
 - iii. One submission per email address
9. Is this a giveaway? (optional)
 - See the help file for an example
 - We need an image of the prize you are giving away. We must have permission to use the image of the prize, so ideally it's something that your staff has created. We do already have images for an iPod that we've created that you are welcome to use.
 - We will need text for the giveaway (50 characters maximum)

Help File

The screenshot shows a web browser window displaying a contest page. The page title is 'Timing Error Central'. The URL is 'http://popquiz.electronicdesign.com/tektronix'. The page features a 'Welcome to the Timing Error Challenge' banner with a cartoon character and a 'Giveaway Image' of an iPod. The contest title is 'Timing Error Challenge'. The sponsor logo is 'Tektronix'. The welcome text reads 'Welcome to... the Electronic Design & Tektronix Timing Error Challenge!'. The introduction text says 'I'm Ed, your quiz host with the most, and I'd like to put your EE skills to the test. If you'd like to have the chance to grab an Electronic Design T-shirt, simply take part in our 5 Quiz Questions below and enter your contact details. If you'd prefer to stay in regular print and not be the envy of your colleagues, skip the contact part - it's as easy as that!'. The quiz questions are:

Put your knowledge to the test!

1. You need to accurately measure instantaneous changes in your clock period (cycle to cycle jitter), which instrument should you use?
 A. Sampling Oscilloscope
 B. Time Interval Analyzer
 C. Spectrum Analyzer
 D. Real-Time Oscilloscope
2. You have just recorded samples of a cable you have been eagerly waiting for. You use your favorite sampling scope to TDR the cables. The cable is shown normal. Any dips in the TDR plot indicate:
 A. Capacitance
 B. Inductance
 C. Impedance
 D. Impedance
3. You want to find the frequency spectrum of timing noise in your data circuit, what base measurement should you use?
 A. Time Interval Error
 B. Cycle-to-Cycle Period Jitter
 C. In-Cycle Period Jitter
 D. Duty Cycle
- 4a. In order to sample a 100Kc BW baseband signal and meet the Nyquist criterion, you need a sample rate of 200Kc. Now suppose you AM modulate this 100Kc signal onto a 100Kc carrier (so now the spectrum has two lobes each 200Kc wide, centered on +/-100Kc). Now what sample rate is required to meet the Nyquist criterion?
 A. 100Kc/s
 B. 200Kc/s
 C. 400Kc/s
 D. 800Kc/s
- 4b. Suppose instead that a 100Kc carrier modulates the original 100Kc BW signal. Then what is the minimum sample rate required?
 A. 200Kc/s
 B. 400Kc/s
 C. 800Kc/s
 D. 1600Kc/s

At the bottom, there is a promotion: 'Nothing says you're a winner like a brand new Timing ErrorT-shirt! Register here for your chance to get one!'. Below this is a registration form with fields for 'First Name', 'Last Name', 'Company', 'Title', and 'Email', and a 'Submit' button. The footer includes the Penton logo and contact information.

Examples of Previous Pop Quizzes

<http://popquiz.windowsitpro.com/neverfail/>

<http://popquiz.machinedesign.com/lauren/>

Neverfail Pop Quiz - Microsoft Internet Explorer

Address: <http://popquiz.windowsitpro.com/neverfail/>

Welcome to the **True High Availability for Windows Servers Pop Quiz**
Sponsored By **neverfail** [See the Rules](#)

You could win a **Video iPod** from **neverfail**

Welcome to...

Welcome to the Windows IT Pro Pop Quiz sponsored by Neverfail! Put your Windows server high availability knowledge to the test by answering the five questions below.

Neverfail is a leading global software company providing affordable data protection, "cluster-class" high application availability, and disaster recovery solutions for the Windows-based technology platform. Neverfail's software solutions enable users to remain continuously connected to the live software application irrespective of hardware, software, operating system, or network failures.

Don't worry if you don't get all the answers correct, you'll still be eligible to win - just don't forget to enter your details and hit submit! You could win a Video iPod!

Microsoft Exchange 2007 (formerly known as Exchange 12) will run on what hardware?

32-bit
 64-bit
 both

What does CDP stand for?

Clustered Data Protection
 Continuous Data Protection
 Certificate in Data Processing

Exchange 2007 will feature support for unified messaging (UM)?

True
 False

Current Exchange versions limit you to no more than ___ of rules on a single mailbox?

16KB
 32KB
 64KB

Bill Gates is still the richest man in the world?

True
 False

* denotes a required field

First Name *
Last Name *
Email *
Company *
Title *
Do you have an active HA/DR project? *
State/Province *
Country *

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The screenshot shows a Microsoft Internet Explorer browser window with the title "Neverfail Pop Quiz - Microsoft Internet Explorer". The address bar contains the URL "http://popquiz.windowsitpro.com/neverfail/default.aspx". The main content area has a yellow background and features a cartoon character on the left. The text on the page reads: "Welcome to the True High Availability for Windows Servers Pop Quiz*", "Sponsored By neverfail", "See the Rules", "Welcome to...", "Welcome to the Windows IT Pro Pop Quiz sponsored by Neverfail! Put your Windows server high availability knowledge to the test by answering the five questions below.", "You got a score of 0%", "Is there something in my teeth?", and a "Try Again" link. A red circular badge on the right says "You could win a Video iPod from neverfail". At the bottom, there is a Penton logo and a footer with links: "Planet EE Network Home | Contact Us | Editorial Calendar | Media Kit | Headlines | Site Feedback & Bugs", "Copyright © 2005 Penton Media, Inc., All rights reserved. Legal | Privacy".