

eMag* 2010 rate card & specifications

* Digital magazine advertising is only available for *Voice&Data* and *Sustainability Matters*

Digital editions of magazines open a new world for advertisers and readers. Leverage your brand with a complete suite of marketing channels — print, web, digital and multimedia. No proprietary reader or additional application is required. An elegant interface via a web browser makes it easy to receive and read issues online.

How is the magazine delivered?

- Subscribers request their issues to be delivered in print, digitally or both.
- Subscribers receive notification via an html email, with a link to an easy-to-use website for immediate access to their complete issue.
- The issue is interactive with hotlinks to all URLs in both editorial and advertising.
- Subscribers are able to download, read online and 'pass along' to a friend.
- Each edition has search, print and share capability, as well as archived back issues.

What marketing opportunities does digital delivery provide?

1. One of the most powerful opportunities is sponsorship of the issue. Your company has prime space on the reader with a leaderboard multimedia advertisement, as well as your logo and a listing/link appearing in the notification html email sent to all subscribers.
2. Enhance the message of your print ad with a multimedia overlay, or full-page replacement.
3. Extend the reach of your insert by sending it out to a wider circulation.
4. Strengthen your message by adding a deep link to your print advertisement and directing traffic to a target page.
5. Your print ad will have a hotlink to your company website at no extra charge.

Suppliers of digital advertising files are responsible for checking all files before sending to Westwick-Farrow. Westwick-Farrow does not take responsibility for the quality or integrity of any supplied advertising files.

1. Digital Issue Sponsorship (exclusive) SAMPLE Includes LeaderBoard banner throughout plus logo and listing/link in notification email (html) \$2200

LeaderBoard: W728 px. x H90 px. Animated GIF format only. File size limit 100 KB. Please supply URL address separately.

Email: company logo plus 25 words. This will be embedded in the issue alert html email.

2a. Overlay ad: multimedia (one size only) SAMPLE Available to half-page or larger print advertisers \$500

Overlay ads will be anchored as close to the centre of your advertisement as possible.

Our technicians will mount all files supplied in a player with close button.

File Types accepted: .avi (recommended), .mov (recommended), mpeg, .wmv, .flv, .rm, .swf

File Size: 5-10 MB .swf, 15 MB max. for other formats. (Please note files may be compressed during processing.)

Duration: Maximum 2 minutes. (Files which exceed this may be rejected.)

Pixel Dimension: W320 px. x H220 px. (Do not lock. Files must be scalable.)

Frame Rate: 30 fps

Looping: Optional

URL link to your website must be embedded

2b. Full Page replacement: multimedia SAMPLE \$650

File Types accepted: .swf ONLY

File Size: 5-10 MB (Please note files may be compressed during processing.)

Duration: Maximum 2 minutes. (Files which exceed this may be rejected)

Pixel Dimension: W1247 px. x H1766 px. (Do not lock. Files must be scalable)

Frame Rate: 30 fps

Looping: Optional

URL link to your website must be embedded

3. Deep link \$180

Replaces the company web link on print ad with a deep link to a specified target page.

Please supply the URL address separately. It will be integrated with your file by our technicians.

4. Digital supplements/inserts \$1000 (no multimedia)

Can be a reproduction of print insert or an eMag insert only.

Supply as high-resolution pdfs, which will run at the back of the magazine.

Growing YOUR business with our targeted marketing solutions