

ONLINE ADVERTISING SPECIFICATIONS

Impression-Based Advertising Options

- Artwork and target URL's are due one week prior to launch.
- Artwork should be provided in either GIF or JPG format.
- Flash is accepted.

Ad Type	Dimensions	Max File Size
Standard Banners	468 x 60	25K
Leaderboard Banners	728 x 90	30K
Skyscrapers	160 x 600	30K

Banner Wrap Specification

- Control horizontal and vertical space on any page, set of pages or targeted E-mail.
- Banner wrap package includes top and bottom banners and a skyscraper advertisement. Banner and skyscraper dimensions and file size limitations are outlined above.

E-mail Advertising Specifications

Sponsored E-mail (Daily News and eTOC)

- Sponsorship of The-Scientist.com's Daily News E-mail and our monthly eTOC include two standard banners and a skyscraper.

Direct E-mail

- Text or HTML E-mail material and target recipient selections are due one week prior to launch of campaign.
- Do not include any executable code, JavaScript, ActiveX, etc.
- Please do not attach any images. The Scientist will not host images. Point to image files on an external website.

Slideshow Specifications

Distribution ready slideshows should be provided in Flash format.

Slideshow Images

- Maximum slideshow image size is 640 x 480.
- Acceptable image formats include GIF, JPG and PNG.

Slideshow Audio

- Should be delivered as a 320 kb per second MP3 or WAV file.
- If the slideshow is a complete version, delivery is required 5 days prior to the launch of campaign.
- If slideshow assembly is required, materials must be delivered 10 days prior to the launch of campaign.

** Voiceover and production assistance are available for an additional fee.*

Video Specifications

- Videos should be delivered in WMV or QuickTime format.
- Delivery is required 14 days prior to launch of campaign.

Podcast Sponsorships Specifications

Podcast Image

- Tile (250 x 250) maximum file size is 25K.
- Artwork should be provided in either GIF or JPG format.
- Artwork and target URLs are due one week prior to launch.

Podcast Audio

- Title sponsorships are 15-20 seconds in length and appear at the opening and closing of the Podcast.
- In program advertisements are 10-15 seconds length.
- Final script for voiceover recording is due to The Scientist 10 days prior to broadcast.

Questions and Customer Service

For questions regarding the sending and receipt of your materials, please contact our Ad Traffic Coordinator at 215.351.1660 ext 3034 or via E-mail at ads@the-scientist.com.