

# The Scientist Online Advertising Specifications

## Impression Based Advertising Options

Ad Type	Dimension	Max File Size
Banners	468 x 60	25K
Skyscrapers	160 x 600	30K

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

## Targeted 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 a top and bottom banner and a skyscraper ad.

### Direct E-mail

- Your 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 URL's are due one week prior to launch of Podcast sponsorship

### 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.

## Banner Wrap Specification

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

## Wrap Sample - Monthly eTOC

## Wrap Sample - Daily News E-mail

## Questions and Customer Service

For questions regarding the sending and receipt of your materials, please contact the Ad Traffic Coordinator at (215) 351-1660 ext. 3034 or via E-mail at ads@the-scientist.com.

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