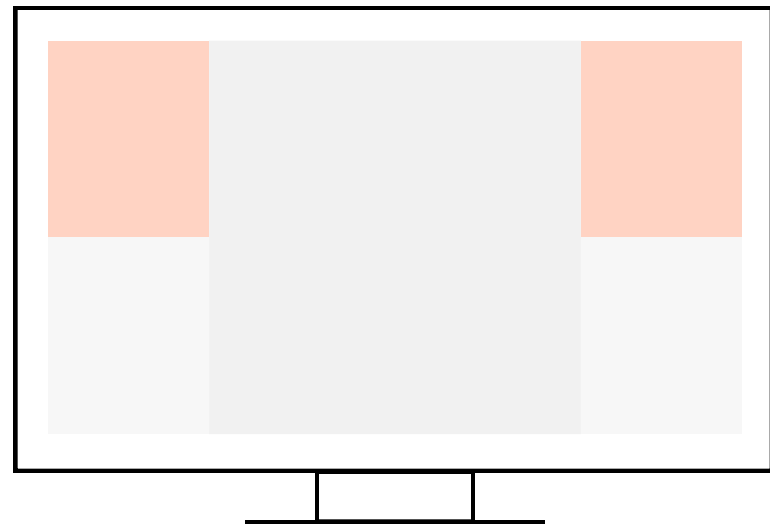
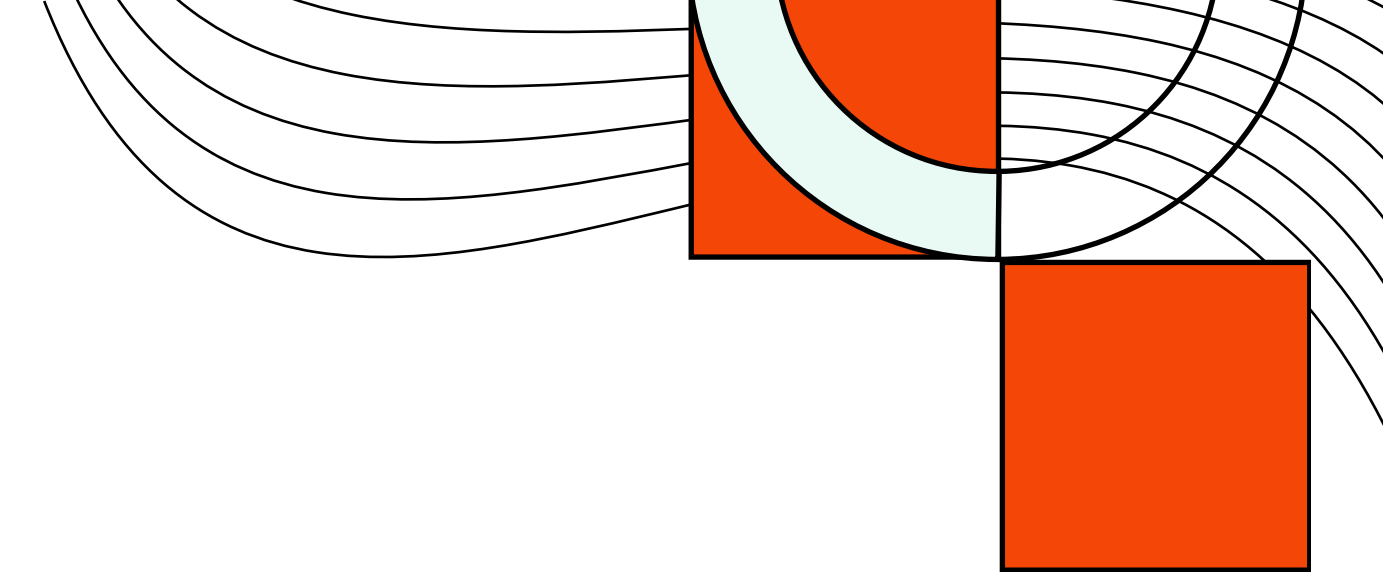
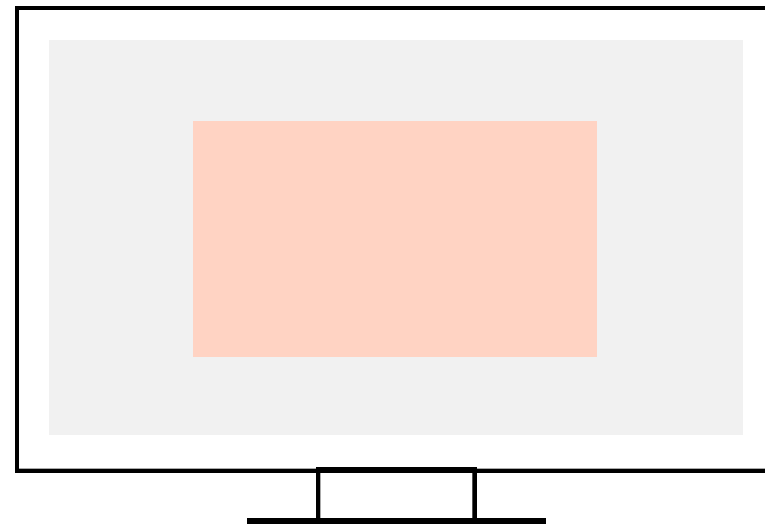


Digital Specs & Rates



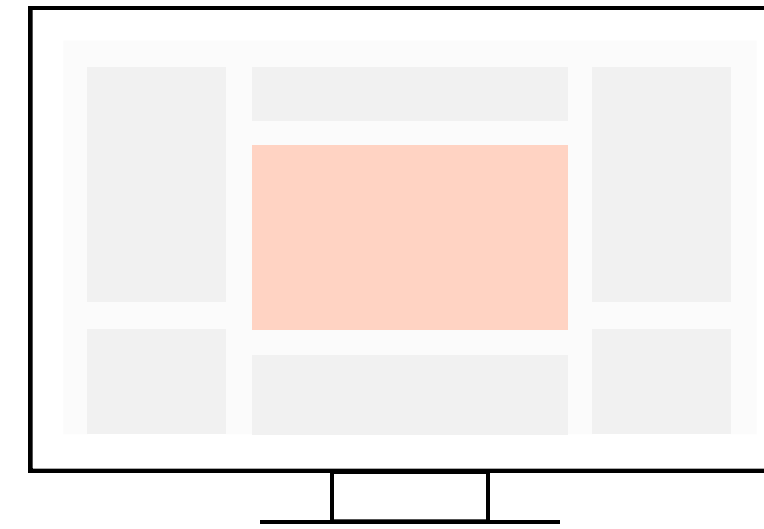
ROS ads

Background ads on the web page being viewed



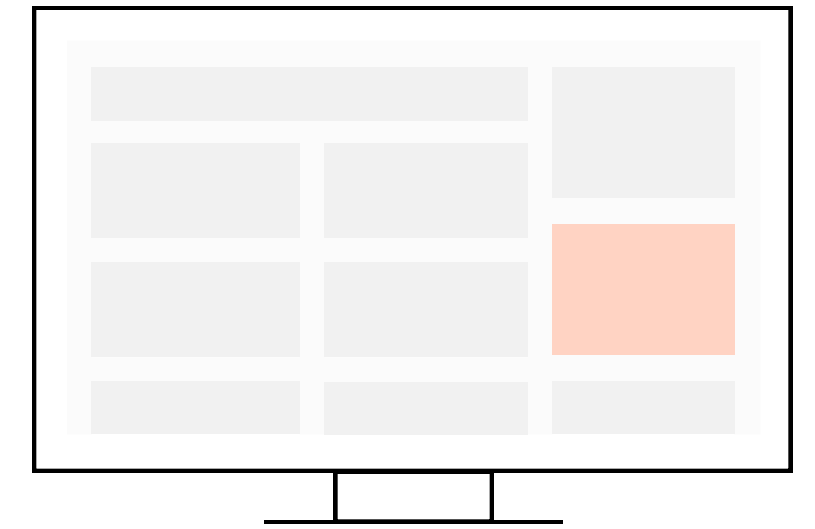
Interstitial ads

Full-screen ads that cover the interface of the page



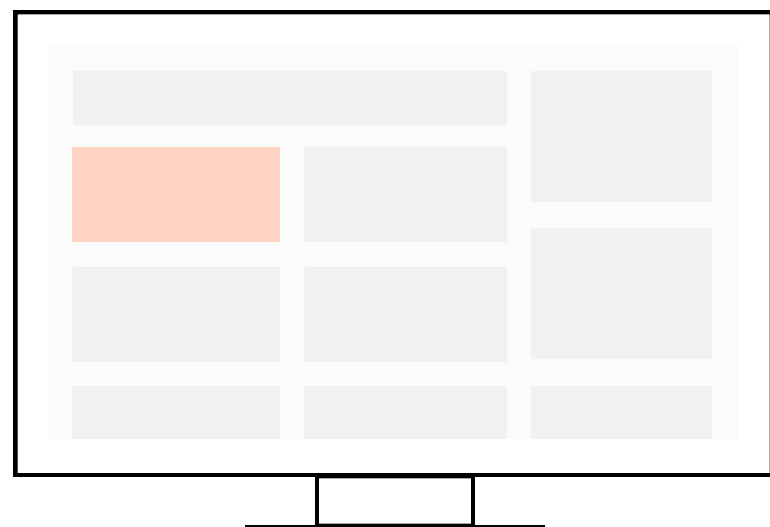
Social Campaigns

Coordinated marketing on social media



Programmatic ads

Purchased ad impressions on Zonda Media site



Native ads

Are often found in feeds, or as recommended content on a web page



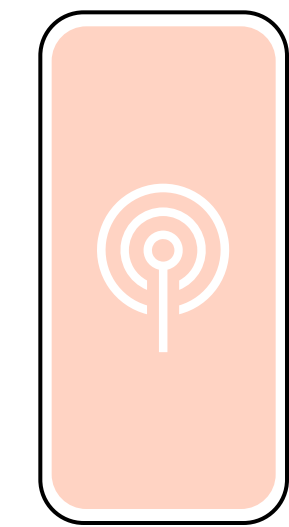
Email Marketing

Consistent communication to our subscribers, advertise in newsletters or rent a list



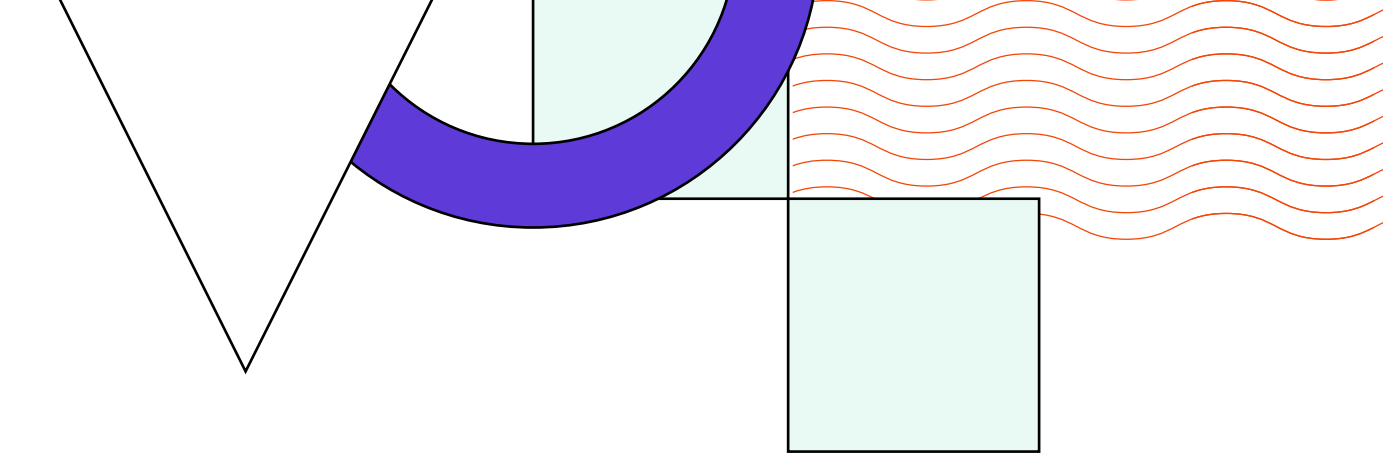
Mobile banners

Ads displayed primarily at the bottom of the screen



Podcasts

Advertise your brand or company



Digital Specs & Rates

| | | | | ROS (No Targets or Exclusions) | Targets/Exclusions/Geo Selects |
|------------------|---|---|--------------------|--------------------------------|--------------------------------|
| Digital Ads | Dimensions | Formats | Max File Size | Net Rate | Net Rate |
| Leaderboard | 728x90 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | 100K | \$67 | \$83 |
| Medium Rectangle | 300x250 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | 100K | \$67 | \$83 |
| Multicreative | 300x250, 728x90 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | 100K | \$59 | \$74 |
| Half Page | 300x600 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | 150K | \$98 | \$130 |
| Roadblock 1 | 728x90, 300x600 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | LB 100K HP 150K | \$197 | \$245 |
| Roadblock 2 | 728x90, 300x250 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | 100K | \$161 | \$200 |
| Wallpaper | 400x2200, safe area 140x550 on each side | Image only files.jpg, .png, Animation & rich media not accepted. | 200K | \$135 | \$169 |

Digital Specs & Rates

| Digital Ads | Dimensions | Formats | Max File Size | Net Rate | Net Rate |
|----------------------------------|---|---|-------------------------|--|----------|
| Billboard | 970x250 | .jpg, .png, 3rd party tags, doubleclick redirect. HTML5/ video must be 3rd party/ audio is user initiated click to unmute/ mute. Default state muted. | 150K | \$135 | \$169 |
| Interstitial | 600x480, 600x600 | static:.jpg,.png, gif. Animation & rich media not accepted. | 100K | \$135 | \$169 |
| Mobile Banner (smartphones only) | 320x50 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video or expansion not permitted on these units. HTML5 as per spec. | 50K | \$50 | - |
| Mobile slider/mobile push | Standard 320x50, fullscreen 320x416 | .jpg, .png, .gif, 3rd party tags, doubleclick redirect, HTML5 as per spec | 100K | \$65 | - |
| Retargeting | Dimensions | Formats | Max File Size | Net Rate | Net Rate |
| Audience Extension/Retargeting | 320x50, 300x250, 728x90 (must supply all 3 sizes) | .jpg, .gif, .png, 3rd party tags, Video or expansion not permitted on these units. | 100K, Mobile 320x50 50K | Impressions start @ \$30 CPM Minimum investment is \$10K, at least half of which must be on Zonda media sites | |

Additional Specs & Rates

MFE Newsletter

| Sponsor Options | Dimensions | Formats | Max File Size | Frequency | Net Rate |
|-----------------|------------|------------|---------------|--------------------|----------|
| Masthead | 600x90 | .jpg, .png | 100K | Weekly - Thursdays | \$2,580 |
| Box 1-3 | 300x250 | .jpg, .png | 100K | Weekly - Thursdays | \$2,580 |

Native Advertising

| Frequency | Open (Rate per post) | Open (Total price) | Open w/ content (Rate per post) | Open w/ content (Total price) |
|-----------|----------------------|--------------------|---------------------------------|-------------------------------|
| 1 | \$8,500 | \$8,500 | \$10,250 | \$10,250 |
| 2 | \$7,925 | \$15,850 | \$9,675 | \$19,350 |
| 3 | \$6,750 | \$20,250 | \$8,500 | \$25,500 |
| 6 | \$6,208 | \$37,250 | \$7,958 | \$47,750 |
| 9 | \$5,944 | \$69,250 | \$7,694 | \$69,250 |

CoBrand / Email List Blast

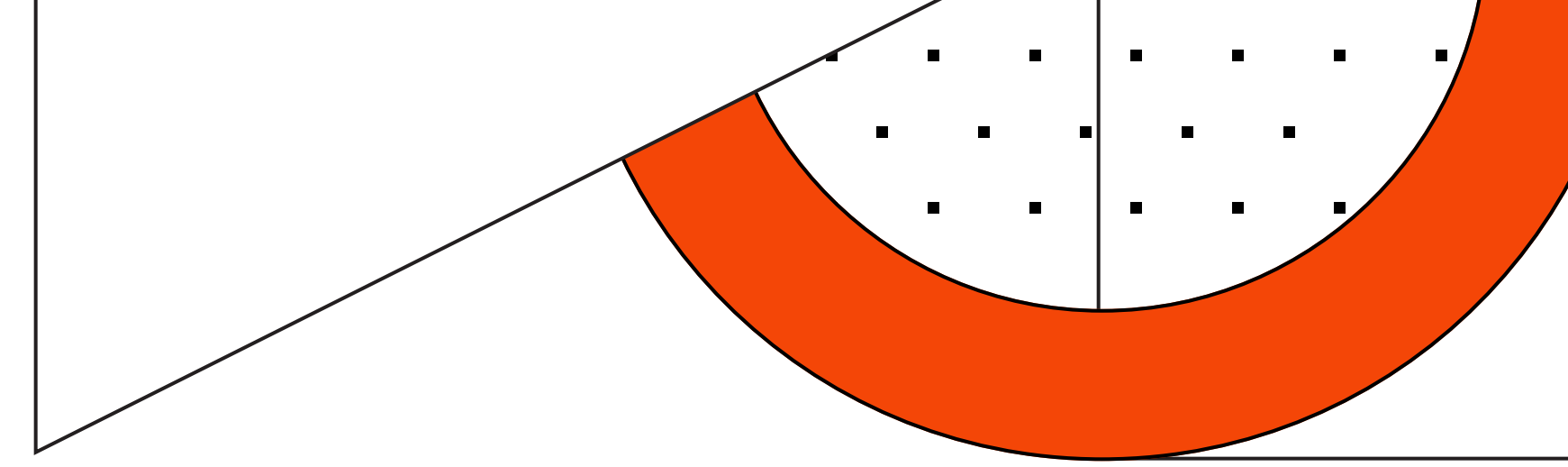
\$400/\$1000*

Rates are based on filters requested, please contact sales management for exact quote. Please note that A/B split deployments incur a premium charge. Requires minimum list size of 3,000 - anything below the minimum will be charged at the 3,000 rate. Rate is applied in tiers of 1,000.

*Subject to management approval.

Print file submission

All print creative must be uploaded to zondamedia.sendmyad.com



NEW USERS

Create an account at:
zondamedia.sendmyad.com and
click on first time user

RETURNING ADVERTISERS

Log in at:
zondamedia.sendmyad.com



PRODUCTION

For all production inquiries email:
zonda@pwxsolutions.com

SALES

John Tatusko
VP Media Sales
jtatusko@zondahome.com

PDF/X-1A 2001 files required. Zip files are not allowed.

This publication is printed Web-offset and saddle stitch. Rotation of colors: black, cyan, magenta, yellow. Total 4/C ink density must not exceed 300%. Set up files for 4/C process printing with all fonts and images embedded. All images must be high resolution (300 dpi for CMYK and grayscale images and 600 dpi for line art). Place images at 100% to ensure better reproduction.

Offset crop and trim marks by 1/8" so that they do not extend into bleed or live area. Line screen: 133. Please follow SWOP standards. Roboto, Segoe, Rokkitt, Lato, Kalinga, or Kartika fonts must be converted to outlines if used. As part of the website upload, you'll be able to preview the ad and get instant feedback. Once you approve the ad for publication, the Zonda Media team is automatically notified.

Zonda Media assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Zonda Media specs. Zonda Media is not responsible for making corrections to supplied materials.