


Advertising Rates 2010

 *Practical eCommerce* offers seven online advertising opportunities for companies that sell products and services to online merchants. They are: **Sponsored Editorial Webinars, Website Banner Ads, Triple-play Combo Ads, Email Newsletter Ads, Dedicated Email Drops, and Video and Audio Podcast Sponsorships.**

SPONSORED EDITORIAL WEBINARS

The editorial staff of *Practical eCommerce* plans, writes and presents our online webinars. The mission of the webinars is to help ecommerce merchants better understand a topic that will help their businesses. Past topics have included email marketing, shopping cart platforms, fulfillment options, search engine optimization, social media and more.

**SPECIALIZED
EDUCATIONAL
CONTENT FOR
ECOMMERCE OWNERS
AND MANAGERS**

Webinar Duration:
60 minutes

\$5,995

Per Sponsorship

Practical eCommerce promotes these webinars on our site, in our newsletter and in dedicated drops to our email subscribers.

Sponsors with appropriate expertise can participate with our editorial staff in planning and presenting the content and in answering questions from the attendees. The sponsors can briefly explain how their products and services helps attendees, and the sponsors also receive the names and email addresses of all registrants. The webinars are archived at Practicalecommerce.com for no less than 24 months after the live event.

WEBSITE BANNER ADS

Our medium rectangle banner ad appears in two separate locations on the right-hand side of every page on the site. The ad is standard IAB-sized at 300x250 pixels. We accept a limited number of these banner ads, and all ads rotate equally in both locations.

**RIGHT-SIDE MEDIUM
RECTANGLE**

300x250 Pixels

\$590

Per Month

Banner ads on Practicalecommerce.com are sold by the calendar month, on a first-come, first-serve basis. The deadline (for space and materials) for these ads is the 20th day of the preceding month. For example, the deadline for November would be October 20.

Banner ad technical specifications are described below.

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TRIPLE-PLAY ADS

SPONSORED LINKS ON RELATED ARTICLES, PREMIUM DIRECTORY LISTINGS, BANNERS ON HOME PAGE

Our triple-play ads consist of (1) sponsored links on related articles, (2) a premium listing in our online directory, and (3) rotation in the "Featured Products & Services" section of our home page. The purpose of the triple-play combination is to provide broad exposure across

PREMIUM DIRECTORY LISTINGS
Logo, Top Position, Easy To Edit And Change
\$390
Per Month

multiple locations on the site for an affordable price. Our articles, for example, collectively receive the most page views of any section on the site and the sponsored links appear at the base of each article. Our directory assists ecommerce merchants in locating relevant vendors and the traffic to it is highly qualified. Users can search the directory by keywords and can also browse directory listings by categories. Vendors who list in the directory can edit or change their listing anytime. The home page receives more traffic than any other, and the "Featured

Products & Services" section appears prominently on it.

EMAIL NEWSLETTER ADS

EcommerceNotes is a free, opt-in email newsletter. It provides easy-to-understand tips, tricks and tools to quickly improve an online business. Each newsletter contains roughly four article summaries (with links back to Practicalecommerce.com) and a single, text-based ad that contains up to 60 words of text and a 120 x 90 pixel graphic. This text-based ad is available on a first-come, first-serve basis.

TEXT-BASED NEWSLETTER AD, 60 WORDS, ONE AD PER NEWSLETTER
\$490
Per Newsletter

DEDICATED EMAIL DROPS

Practical eCommerce publishes one dedicated advertising email drop per week. This dedicated drop is sent to subscribers of *EcommerceNotes*, and the content of the dedicated drop is educational in nature. This could include the promotion of a whitepaper, book, trade show or other similar educational items.

A SOLO EMAIL DEDICATED TO A SINGLE ADVERTISER
Includes Graphics And Text
\$790
Per Issue

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VIDEO AND AUDIO SPONSORSHIPS

Practical eCommerce broadcasts videos and screencasts that are typically embedded in relevant articles. These videos visually explain a topic and otherwise help engage our users. The videos typically run for several minutes in length.

<p>SPECIALIZED VIDEO SCREENCASTS AND TUTORIALS FOR DEVELOPERS, DESIGNERS AND PROGRAMMERS</p> <p>15 Seconds Each, In Front of Each Video Price Per View:</p> <p>\$.20</p>	<p>SPECIALIZED AUDIO PODCASTS FOR DEVELOPERS, DESIGNERS AND PROGRAMMERS</p> <p>10 Seconds Each, In Front of Each Podcast Episode Price Per Listen:</p> <p>\$.05</p>
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Additionally, *Practical eCommerce* broadcasts four separate audio podcasts: "The eCommerce Minute," "eCommerce Conversations," "MerchantTalk," and "Storyline". The podcasts are available at Practicalecommerce.com as well on popular podcast directories, such as iTunes. Advertising sponsorships are available for all podcasts. "The eCommerce Minute" is broadcast every workday. It lasts 60 seconds, and it contains quick tips to help merchants with their online businesses. "eCommerce Conversations" is

a more in-depth interview with an ecommerce personality or expert. It lasts roughly 15 minutes and is broadcast once per week. "MerchantTalk" is our weekly interview with an actual ecommerce merchant. It lasts roughly 15 minutes. "Storyline" is our audio enhancement to text articles with voiceovers from interviewees and reporters.

MULTIPLE-INSERTION DISCOUNTS

Discounts are available to advertisers who place multiple advertising insertions. The discounts are 2 ½% for commitments of 6 insertions and 5% for commitments of 12 insertions, across a 12-month period. For example, should an advertiser commit to 12 consecutive monthly banner ad insertions, the rate would be \$560.50 per month, or 5% less than the open rate. Likewise, an advertiser who commits to 6 text-based newsletters would pay \$477.75 per insertion, which is 2 ½% less than the open rate.

BANNER AD SPECIFICATIONS

Acceptable banner ad file formats are JPEG, GIF and SWF, with a maximum file size of 40kb. Animated GIFs and Flash ads are limited to 30 seconds for the animation. Flash ad frame rate cannot exceed 45 frames per second. Flash ads must utilize "sniffer" code to detect the appropriate Flash player plug-in and display an alternate advertising image if necessary. DART ads are acceptable provided DART code is standard and reasonable.

All interaction must be user initiated. For example, ads utilizing audio must only play the audio when a user clicks to hear it (not mouse-over), and must be accompanied by an obvious "OFF" button in order to end the audio. The same rule applies for any video, in that video must not play unless a user initiates it, and must be accompanied by an obvious "STOP" button in order to stop the video.

Flash files may not draw resources from external URLs. For example, a Flash ad cannot dynamically load video from another domain. *Practical eCommerce* can track impressions and clicks for Flash ads only if our tracking code is properly implemented. Please refer to our downloadable Flash templates (at Practicalecommerce.com/about/advertising), which have the tracking ActionScript pre-installed, or consult with your advertising representative for additional assistance.

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ACCEPTANCE POLICY

Practical eCommerce can reject any ad, sponsorship, or directory listing for any reason, and will not accept content that is deceptive, misleading, excessively animated or otherwise offensive.

ADVERTISER RESPONSIBILITY

Advertisers and agencies assume liability for the content of all advertising placed in *Practical eCommerce*, and assume responsibility for any claims arising from such advertising against *Practical eCommerce*. *Practical eCommerce* reserves the right to reject any advertising for any reason.

PAYMENT TERMS

Advertising invoices are distributed monthly. Invoices are due and payable upon receipt. For agency ads, the publisher bills the agency directly, but holds both the agency and the advertiser liable for monies due.

CONTACT

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