

# Advertising Rates 2012

 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, and social media.

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

We produce two types of webinars: "60-Minute Multi-Presenter" and "30-Minute Single Presenter." For the 60-minute webinars, 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; the sponsors also receive the names and email addresses of all registrants. "30-Minute Single Presenter" webinars are planned and presented entirely by our editorial staff — around topics that resonate with our readers. We briefly discuss the sponsor during these shorter webinars, and the sponsors receive the names and email addresses of all registrants. But sponsors do not participate in the shorter webinar's planning or presentation.

**SPECIALIZED  
EDUCATIONAL  
CONTENT FOR  
ECOMMERCE OWNERS  
AND MANAGERS**  
Webinar Duration:  
60 minutes  
**\$6,495**  
30 minutes  
**\$3,250**  
Per Sponsorship

## 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](http://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.

# Advertising Rates 2012

## 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 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.

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

## 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](http://Practicalecommerce.com)) and two text-based ads that contain up to 60 words of text and a 120x90 pixel graphic. These text-based ads are available on a first-come, first-serve basis.

**TEXT-BASED NEWSLETTER AD, 60 WORDS, ONE AD PER NEWSLETTER**  
Top Placement  
**\$690**  
Lower Placement  
**\$590**  
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  
**\$890**  
Per Issue

# Advertising Rates 2012

## 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><b>SPECIALIZED VIDEO SCREENCASTS AND TUTORIALS FOR DEVELOPERS, DESIGNERS AND PROGRAMMERS</b></p> <p>15 Seconds Each, In Front of Each Video Price Per View:</p> <p><b>\$.20</b></p>	<p><b>SPECIALIZED AUDIO PODCASTS FOR DEVELOPERS, DESIGNERS AND PROGRAMMERS</b></p> <p>10 Seconds Each, In Front of Each Podcast Episode Price Per Listen:</p> <p><b>\$.05</b></p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Additionally, *Practical eCommerce* broadcasts three separate audio podcasts: “The eCommerce Minute,” “eCommerce Conversations,” and “Storyline.” The podcasts are available at [Practicalecommerce.com](http://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. “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 \$672.75 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. Animated GIFs must have a minimum of 4 seconds per frame. 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 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 to stop the video. Expandable ads are accepted, provided they are user initiated with a mouse click. Expandable ads will begin as 300X250, and may expand to the left to an overall size of 500X250.

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 clicks for Flash ads only if our ad-server-tracking code is properly implemented. Please consult with your advertising representative for additional assistance.

# Advertising Rates 2012

---

## 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

*Practical eCommerce*  
518 28 Road, Suite B-203  
Grand Junction, Colorado 81501  
970-257-0606 phone  
866-423-7567 fax  
Practicalecommerce.com

**Todd Jennings**, Ad Director,  
tjennings@practicalecommerce.com

**Tim Lyons**, Account Executive,  
tim@practicalecommerce.com

**Kerry Murdock**, Publisher,  
kmurdock@practicalecommerce.com