

Production Specifications

Weldingmag.com complies with the Internet Advertising Bureau (IAB) standards for online advertising. Web advertising is delivered through RealMedia 24/7 OpenAdStream, an industry-standard, third party ad serving system. Web advertising is accepted from third-party ad servers. Web traffic is monitored and audited by WebSideStory's HBX; a third party, independent web metrics service that conforms to all IAB standards. Both OpenAdStream and HBX remove all non-human traffic, such as search engine spiders, so you are assured the numbers you see are legitimate, potential customers.

Ad Serving & Standards

Rich Media

Welding Magazine supports most rich media formats.

Creative must conform to the IAB Rich Media Guidelines published at www.iab.net/standards/guidelines.asp. In addition:

- **Flash Ads** must have the clickTag variable coded into the SWF file. Please contact us for instructions on how to code the clickTag variable. Also, please send an alternate GIF file for visitors who do not have Flash installed on their browser.
- **Eyeblaster ads** will have a \$5 CPM surcharge added.

Deadlines

Materials must be submitted at least five business days prior to the scheduled run date. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order. Please email your creative, in accordance with the specifications for the purchased position, to **Beth Durkin (e-Media Coordinator)**, bdurkin@penton.com, 216-931-9667.

Leaderboard

- **Creative dimensions:** 728 pixels wide x 90 pixels tall OR 468 pixels wide x 90 pixels tall
- GIF, Flash, or other rich media accepted
- **Maximum initial load file size:** 30KB
- Alternate text (when visitor holds mouse over your ad): 50 chars max including spaces
- URL of your landing page when someone clicks your ad

Skyscraper

- **Creative dimensions:** 120 pixels wide x 600 pixels tall
- GIF, JPEG or Flash or other rich media accepted
- **Maximum initial load file size:** 20KB
- URL of your landing page when someone clicks your ad

Jumbo Rectangles

- **Creative dimensions:** 300 pixels wide x 250 pixels tall
- GIF, Flash, or other rich media accepted
- **Maximum initial load file size:** 30KB
- URL of your landing page when someone clicks your ad

Badge

- **Creative dimensions:** 90 pixels wide x 30 pixels tall
- GIF only – no rich media
- **Maximum file size:** 20KB
- Alternate text (when visitor holds mouse over your ad): 50 chars max including spaces
- URL of your landing page when someone clicks your ad

Square Banners

- **Creative dimensions:** 100 pixels wide x 100 pixels tall
- GIF, Flash, or other rich media accepted
- **Maximum initial load file size:** 30KB
- Alternate text (when visitor holds mouse over your ad): 50 chars max including spaces
- URL of your landing page when someone clicks your ad

Roadblock

- **Creative dimensions:** 640 pixels wide x 480 pixels tall
- GIF, Flash, or other rich media accepted
- **Maximum initial load file size:** 30KB
- Alternate text (when visitor holds mouse over your ad): 50 chars max including spaces
- URL of your landing page when someone clicks your ad

PeelBack

- **Creative dimensions:** 100 pixels wide x 100 pixels tall
- GIF, Flash, or other rich media accepted
- **Maximum initial load file size:** 30KB
- Alternate text (when visitor holds mouse over your ad): 50 chars max including spaces
- URL of your landing page when someone clicks your ad

Company Logo

- **Creative dimensions:** 100 pixels wide x 100 pixels tall
- GIF only – no rich, no animation
- **Maximum file size:** 10KB
- Name of company as you would like it to appear
- URL of your landing page when someone clicks your logo

Enhanced Listings

- Company name as you would like it to appear
- Address, phone, fax, and email address for customer inquires
- URL of your company's home page
- 1000-characters maximum company overview (including spaces and punctuation)
- Promotional photo/image
 - **Creative dimensions:** 300 pixels wide x 250 pixels tall
 - GIF or JPG only – no rich media, no animation
 - **Maximum file size:** 30KB
 - Alternate text (when visitor holds mouse over your ad): 50 chars max including spaces
 - URL of your landing page when someone clicks your ad

Email Sponsorship

- **Title sponsor:** 300 characters of text (including spaces and punctuation)
- **Primary sponsor:** 200 characters of text (including spaces and punctuation)
- **Hot Product sponsor:** 100 characters of text (including spaces and punctuation)
- URL of your landing page when someone clicks your ad

Case Studies

- PDF, Word or PowerPoint document of your case study, whitepaper or research report
- Word and PowerPoint documents will be converted to PDF documents
- Title of whitepaper as you would like it to appear
- 255 characters maximum description of whitepaper (including space and punctuation)

Liability

The publisher reserves the right to hold advertisers and/or their agencies jointly and severally liable for money due and payable to the publisher. The publisher is not liable for delays in delivery and or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes-whether legal or illegal, labor or materials shortage, transportation interruption, work slow-down, or any condition beyond control of the publisher affecting production or delivery in any manner.

Advertiser and agency agree to indemnify, defend and hold the publisher harmless from any and all liability for content of advertisements, printed content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Rate Protection

Rates suggested in this document are valid as of October 2008. Please note that E-Media pricing is dynamic and subject to change. *Welding Magazine* reserves the right to change rates upon notice. However, advertisers may cancel contracts at the time a rate change becomes effective without incurring a short rate adjustment provided the contract rate has been earned up to the date of cancellation.