



More than **50%** of alive.com visitors come from outside *alive's* established print readership.

alive.com Advertising Units

alive.com is comprised of original award winning content from *alive* magazine, and a vibrant online community of people who are passionate and interested in natural health products and services.

1. BANNER AD

The standard banner (468 x 60 pixels) is located at the top of every page on the site.

2. SKYSCRAPER AD

The standard skyscraper (125 x 600 pixels) is placed on the right-hand side of the site, adjacent to the central content. Skyscrapers are located on every page of the site with the exception of the forum and store pages.

3. TILE ADS

Tile ads (160 x 140 pixels) are adjacent to the central content on either the left or right-hand side. On the right-hand side, tile ads are placed under skyscraper ads. On the left-hand side, tile ads are placed under alive.com's site-search tool. Tile ads are located on every page of the site with the exception of the forum and store pages.

Home Page Units

Cost is per month. CPM pricing does not apply.

AD UNIT	ROTATING*
Banner	\$1,400
Skyscraper	\$1,500
Tiles	\$750

* Rotating ads on the homepage will be limited to maximum of three advertisers.

Areas of the website other than the home page

Cost is per CPM (cost per 10,000 impressions)

AD UNIT	ROS*	SECTION SPECIFIC
Banner	\$10	\$12
Skyscraper	\$12	\$14
Tiles	\$8	\$10

* ROS (run-of-site) ads will be limited to a maximum of 10 advertisers. Campaigns can be ROS or section specific.

VISITOR PROFILE

125,000 unique visitors

Average page views: **3**

Women **88%**

Attended college or university **70%**

Families with children **67%**

DIGITAL SPECIFICATIONS

- We accept GIFs, animated GIFs, and JPEG file formats.
- Submit images optimized to the lowest-possible bit depth using DeBabelizer or Photoshop.
- Maximum size per ad is 30 KB.
- For optimal display, alive.com recommends using the browser-safe colour palette.
- Label discs and emails with ad name, company name, and address, and attach disc file directory.

SENDING ADS

- Ads will be accepted via email at webads@alive.com (less than 5 MB), on *alive's* FTP site, or by CD-rom.
ftp.alive.com
username: alivemag
password: aliveart
- *alive* can also retrieve ads from your FTP site.

Advertising terms and conditions

AD UNITS

- **A maximum of five ad units per placement may be submitted.**
- **New ad units to be added or exchanged into an existing campaign may be submitted weekly.**
- **All ad units will launch a new browser window when clicked on.**

AD CONTENT

- Alive Publishing reserves the right to approve all advertising on the alive.com site.
- alive.com will not advertise retail stores or multi-level companies; our advertising supports health food stores' sales. Product pricing not allowed.
- advertisements for therapeutic treatments must be licensed, scientifically proven methods (i.e., registered massage therapist, chiropractor, naturopathic physician, etc.).

Deadlines

- Lead time for new ads is three business days, which does not include receipt of funds for prepayment or processing time for credit approval.
- Changes to target URLs must be received three business days prior to scheduled ad campaign start date.
- Maximum length for campaigns is three months. Advertisers are offered first right of refusal for future campaigns.

Pricing and Payment

- Pricing is subject to change without notice.
- Prepayment is required for all first-time advertisers. Ads will not be published until payment or credit approval is received.
- Production charges for additional artwork are billed at \$100 per hour.
- ROS customers must purchase a minimum of 20,000 impressions per month to allow for even distribution of ad delivery (minimum of \$240 per month).