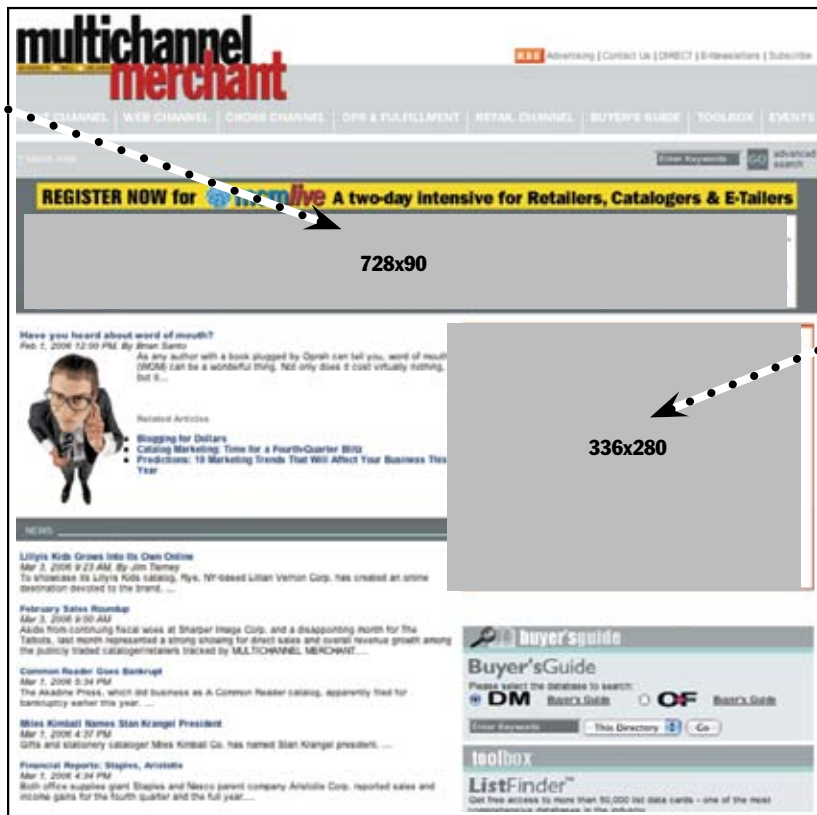


ONLINE RATES & SPECS

WWW.MULTICHANNELMERCHANT.COM offers you targeted solutions for building awareness, driving traffic, and generating leads from executives searching for information or suppliers online. Whether you advertise in one of the high-visibility areas throughout the site, or within the targeted One-stops, your ad generates interest from the professionals you want to reach, and who visit the Web site to get the latest news, access in-depth industry data and analyses, and search for suppliers in the online Buyer's Guide. It's their most comprehensive online source for staying up-to-date!

WWW.MULTICHANNELMERCHANT.COM offers a variety of cost-efficient options to build your brand online:

728x90 Leader Board
\$40 net CPM
Home page, article pages



336x280 Super Button
\$50 net CPM
Home page, article pages

Technical Specs (more detailed specs available)

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblaster, PointRoll, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, and Shoshkeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: We will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Medifarm. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and File Sizes: 728x90, 336x280, 160x600: 35kb

Frames and Looping: Maximum Frames: 4; Looping: 3 times

Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.

For more information or to reserve your space, contact:

William Camaraza, (305) 448-6168, william.camaraza@penton.com
Candice Hadley, (630) 554-8989, candice.hadley@penton.com
Jennifer Brownyard, (212) 204-4224 jennifer.brownyard@penton.com