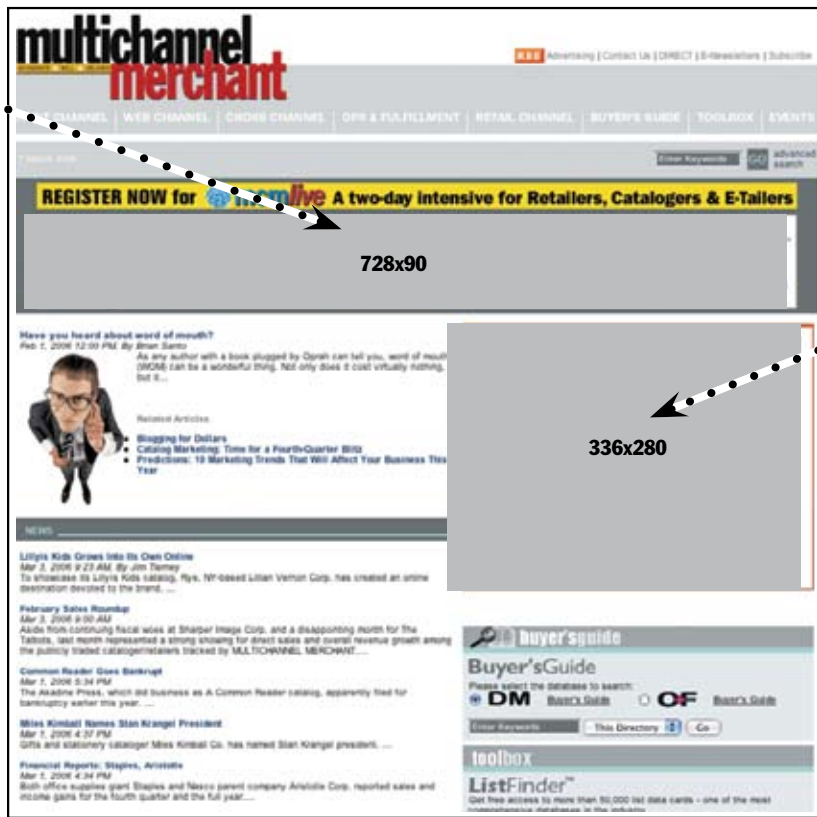


ONLINE RATES & SPECS

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
\$44 net (\$52 gross)
CPM
Home page, article pages



336x280 Super Button
\$55 net (\$65 gross)
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.

Ask your sales representative for more information on cross-media opportunities and special rates within the *Multichannel Merchant* franchise and Penton's Marketing Media Group (*Multichannel Merchant, DIRECT, PROMO* and *Chief Marketer*).

For a complete list of sales contacts and more information on advertising with MULTICHANNEL MERCHANT visit www.multichannelmerchant.com/advertisers.

**ONLINE RATES & SPECS
FOR ONE-STOPS**

**Sponsorships are available across these featured
One-stops to target your message to a specific market:**

- Cross Channel
- Retail Channel
- Operations & Fulfillment
- Web Channel
- Print Channel



Sponsorships include:
728x90 Leader Board and
160x600 Wide Tower
 on One-stop home page
PLUS
728x90 Leader Board and
336x280 Super Button
 on One-stop article pages
\$950 net (\$1,118 gross)
 per month

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

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