

WEB RATES

2012 Rates

GENERAL RATES

Half Page (Article Pages Only)	\$35 CPM
Leader Board	\$33 CPM
Big Board	\$30 CPM
Skyscraper	\$25 CPM
Anchor Board	\$20 CPM
Road Block (Home Page Only. Includes Window Shade, Big Board & Skyscraper)	\$2,500/Day
Home Page Sponsorship (Home Page Only. Includes Leader Board, Big Board, Skyscraper & Wallpaper)	\$3,500/Day

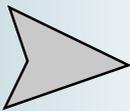
Discounts:

5%	300,000 Impressions
10%	500,000 Impressions
15%	1,000,000 Impressions

Premiums

15%	Filters each (geo-targeting)
40%	Any three premiums
50%	Any four or more

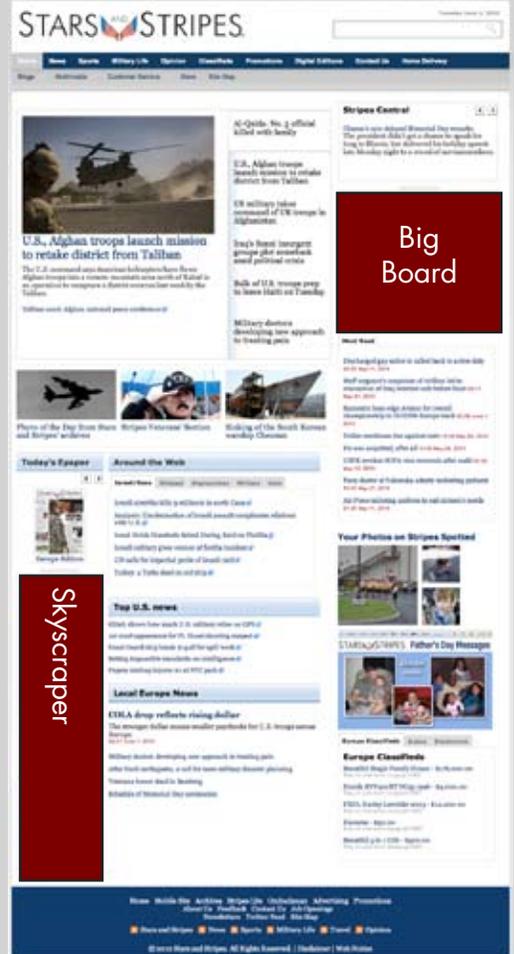
- Rates subject to change with 30 days notice.
- \$1000 minimum order for General Accounts
- All rates are net
- Effective 01/01/2012
- Stars and Stripes requirements and policies are available in our published rate cards.



Please contact:
 Doug Dougherty
 202-761-0776
 doughertyd@stripes.osd.mil



Stars and Stripes' Home Page
 (Leader Board is not available on the Home Page,
 except with Home Page Sponsorship)



Stars and Stripes' Article Page



Guidelines for Online Advertising

Stars and Stripes accepts these standard ad sizes in .GIF, .JPG, .PNG, or .SWF format:

Half Page	300 wide x 600 pixel high
Big Board:	300 wide x 250 pixels high
Leader Board:	728 wide x 90 pixels high
Skyscraper:	160 wide x 600 pixels high
Anchor Board	468 wide x 60 pixels high
Window Shade:	1,000 wide x 80 pixels high (may expand to maximum 1,000 wide x 300 pixels high). Available only on Home Page. Expands on mouse rollover, retracts when user rolls off.

Maximum file size for all creative is 50KB

All ads must have a click-through URL; no email forms permitted.

Animation

- Play limited to one time, 15 seconds maximum play length; user action required to play again
- No more than four (4) rotating images for GIF animation
- Flash animation: 18 frames per second recommended
- Fall-back static .GIF (usually the last frame of the animation) is recommended
- Stars and Stripes uses "clickTAG" (for information on assigning a clickTAG to an ad, please visit http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

Rich Media

Stars and Stripes will accept Interactive and Expandable advertising but does not have the ability to serve these ads internally; the additional cost for arranging Rich Media serving will be added to our CPM rates. We do not accept Floating Ads.

Specifications for Rich Media

- Initial download on page load is 40K maximum; more data may be called after page has loaded.
- Can be static image, Flash, or Rich Media (Interactive or Expandable).
- All rich media ads require user interaction (mouse rollover, click, etc.) to expand; autoplay on page load is not permitted.
- Ads activated by mouse rollover must immediately contract when the user rolls off the ad.
- Audio allowed on click or mouse rollover, 15-30 seconds max (if ad includes audio, default setting must be set to OFF; user action required to turn sound ON).

Important Note:

Stars and Stripes does not accept any ads that attempt to impersonate operating system (OS) or browser functions.