

Advertising Rate Card

| High Performance Display Advertising | | |
|---|---|-----------|
| Media Type | Specifications | Gross CPM |
| IPO (Intros, Promos, & Offers) | SupplyFrame Media generated to showcase products or special offers Linking URL/Alternate Text = max 256 characters Custom ad unit with URL | \$225 |
| Medium Rectangle | Size = 300 w x 250 h pixels Linking URL/Alternate Text = max 256 characters Gif, jpg, flash or 3rd party ad tags • max size 35K | \$175 |
| Wide Skyscraper | Size = 160 w x 600 h pixels or Size = 120 w x 600 h pixels Linking URL/Alternate Text = max 256 characters Gif, jpg, flash or 3rd party ad tags • max size 35K | \$135 |

| Contextual & Targeted Advertising | | |
|---|--|---------------|
| Media Type | Specifications | Gross CPM |
| KASA (Keyword Associated - Sell Advertising) | Ad Title = 40 characters (max) Ad Body = 80 characters (max) Display URL = 40 characters (max) Linking URL/Alternate Text = max 256 characters Keyword contextual advertising with URL | \$75 |
| Deep Dive | Message = 120 characters (max) Logo File Size - 32K Product branding with URL | \$40 |
| Buy Now | Drive traffic to distributors and/or online store | Contact Sales |

| Full Day Network Wide Roadblock | | |
|---------------------------------|---|---------------|
| Listing Type | Specifications | Cost |
| All Ad Types | IPO KASA Display Ads Deep Dive See specifications for High Performance Display Advertising and Contextual & Targeted Advertising | Contact Sales |

* Published rates subject to change

www.supplyframemedia.com

+1 (626) 793-7732

Display Advertising Specifications

Rich Media Specifications

Please note that ALL Rich Media ads are subject to internal SupplyFrame Media approval, and once approved, must be submitted 10 days prior to run date for testing. In addition, please be sure to test the rich media ads you are submitting on all browsers and platforms prior to submission.

SupplyFrame Media will provide plug-in detection code that automatically recognizes whether or not the Flash plug-in is installed. If not the back-up gif media should be shown. The following items are required:

- An alternate gif file must be provided.
- Click-thru URL must be provided in addition to the SWF file.

How to setup Flash Ads to allow Click-through Tracking

These parameter strings are passed by SupplyFrame JavaScript code to signal that the flash banner will click through. You can apply these to a button (e.g. a global transparent button encompassing the entire dimensions of your ad).

```
on (release) {  
    getUrl (clickTAG, "_blank");  
}
```

Note: The clickTAG is case-sensitive in Flash version 7 and above and must be "clickTAG". In other versions of Flash, it is not case-sensitive, but it is highly recommended to be "clickTAG".

Sales Contact
sales@supplyframe.com
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Technical/Support Contact
support@supplyframe.com
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