

THE NEW JCK ONLINE

Introducing the new and improved JCKonline!

The redesigned JCKonline has a new, fresh and sophisticated look showcasing our trusted content. Advertisers will benefit from larger, more impactful ad units to promote their brands, all within an enhanced digital environment.

TRAFFIC

Total sessions: 228,751 Users: 153,086 Total Pageviews: 436,863

RATES

AD UNITS	2015	2016		
	SEPT-DEC	JAN-FEB	MAR-MAY	JUNE-DEC
A Branding Ad Unit	\$150 CPM	\$200 CPM	\$300 CPM	\$200 CPM
B Billboard	\$75 CPM	\$85 CPM	\$125 CPM	\$85 CPM
C Half Page Ad 1	\$80 CPM	\$80 CPM	\$120 CPM	\$80 CPM
Half Page Ad 2	\$75 CPM	\$75 CPM	\$115 CPM	\$75 CPM

SPECIFICATIONS

All ad units must have the following specifications

Image color mode.....RGB (not CMYK)

Image resolution.....72 dpi

Maximum file size.....100KB

AD UNITS	DISPLAY LOCATION	DESKTOP SIZE	MOBILE SIZE	FILE FORMAT	CLICK TAG*
A Branding Ad Units	Shown on the first page viewed on the site	1680x720px (IAB Pushdown, adapted)	300x250px (IAB Medium Rectangle)	JPG, PNG, GIF	N/A - animation not accepted
B Billboard	Displayed on all pages	970x250px (IAB Billboard Page)	300x250px (IAB Medium Rectangle)	JPG, PNG, GIF (image) .swf (Flash)	on (release) { getURL (_level0.clickTag, "_blank"); }
C Half Page Ad 1	Appear in the right rail throughout site, as well as the home page	300x600px (IAB Half Page)	300x250px (IAB Medium Rectangle)	JPG, PNG, GIF (image) .swf (Flash)	on (release) { getURL (_level0.clickTag, "_blank"); }
Half Page Ad 2	Appear in the right rail throughout site with the exception of the home page	300x600px (IAB Half Page)	300x250px (IAB Medium Rectangle)	JPG, PNG, GIF (image) .swf (Flash)	on (release) { getURL (_level0.clickTag, "_blank"); }

* If produced in Flash, please embed below clickTag (DO NOT hard-code URL in the clickTag) and produce in ActionScript 2. Please provide backup image (.gif or .jpg) for those desktops that do not have Flash.

SUBMISSION

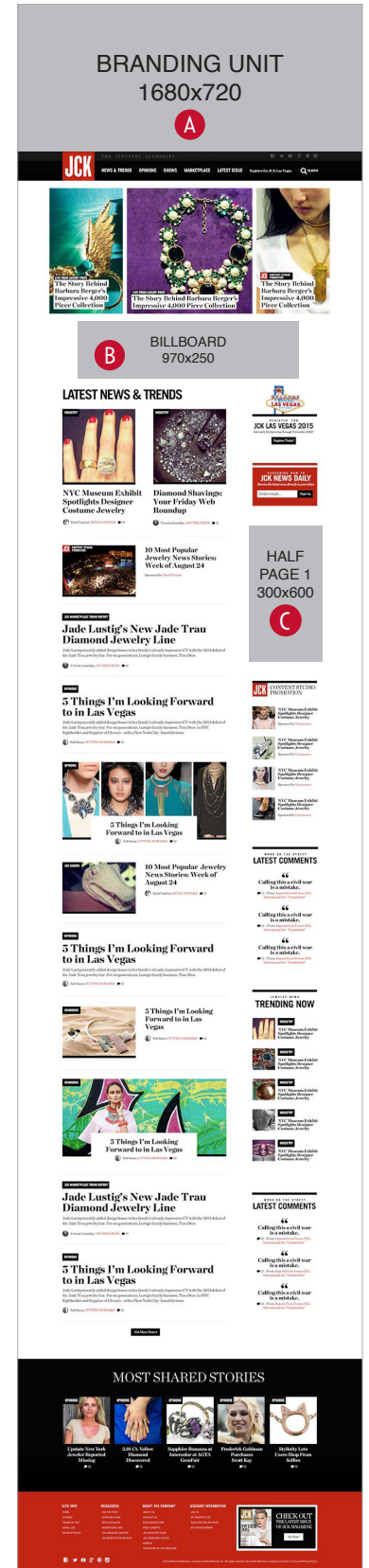
Creative material must be submitted to Kayla Smith at ksmith@reedexpo.com no later than one week prior to campaign start and must include:

- Name of advertiser
- Campaign start and end dates (e.g. 10/1/2016 to 10/31/2016)
- Click-through URL (website to which the ad brings the customer)
- Banner ad files

Questions on materials? Email Kayla at ksmith@reedexpo.com or call 203-840-5937

Be part of JCKonline!

Randi Gewertz Bobbie Hamburg Robin Lutin Mirek Kraczkowski Kaushal Shah Itzchak Arikha Quentin Chan Piengpit Magnuan
800-887-3905 610-664-7310 310-474-9610 48-60-034-48-81 91-98-2171-5431 972-3-751-2165 852-2366-1106 66-2-686-7329



Source: Google Analytics July 2015

