

# COUNTRY WEEKLY Digital

*CountryWeekly.com has established itself as a country music leader on the Internet.*

*The audience consists of country music fans and industry insiders who want to get the latest information about the music scene and share their passion within a common community.*

*With artist profiles, album reviews, photo galleries from industry events, videos and music downloads, the website is a complete guide to the world of country music.*

## CountryWeekly.com Categories

- Sweepstakes
- Get Cookin'
- Reviews
- Games
- Scoop
- In This Issue
- Charts
- Photos
- Vote
- What's Online
- Forums
- Search

## Integrated Opportunities

- Category Targeting
- Banner Campaigns
- Custom Creatives/Programs
- E-Blast/E-Newsletter
- Contests/Sweepstakes
- Survey/Quiz
- Section Sponsorships
- Micro Sites
- Interstitials/Intermercials
- Video Sponsorships/Advertisements

## Reach

- Page views per month: 474,213
- Total Visits per month: 124,437
- Unique visitors per month: 68,704
- Average page views per visit: 3.81
- Average time spent on site: 2:47
- E-Newsletter subscribers: 115,000+

Source: Google Analytics, June 2009 Average

## Online Demographics:

Women/Men	55/45%
Age 18-34	48%
Age 18-49	76%
HHI \$60+	42%
HHI \$75+	50%
Presence of Children	82%

Source: ComScore Media Metrix May 2009

**fans that build brands**

### Advertising Inquiries

South : Jeff Meltesen, 615-743-0222 JMeltesen@amilink.com

East Coast : Kurt Carstensen, 646-521-2873 KCarstensen@amilink.com

West Coast : Patricia Rose, 323-658-2040 PRose@amilink.com

Mid-West : Jordan Longhurst, 312-396-8004 JLonghurst@amilink.com

# COUNTRY WEEKLY 2009 Online Rate Card

UNIT	DIMENSIONS	CPM (NET)
Leaderboard	728x90	\$17.00
Wide Skyscraper	160x600	\$17.00
Large Rectangle	300x250	\$17.00
Floating DHTML	400x400	\$22.00
Sponsored By Logo	120x90	\$9.00
Interstitial	500x400	\$25.00
Roadblock/HP Takeover	—	\$25.00
Video Pre-Roll	—	\$30.00
Wall Paper	—	\$40.00

NEWSLETTERS	DIMENSIONS	CPM (NET)
Frequency: Weekly		
Co-Branded Email	—	\$75.00
Sponsorship of Newsletter	—	\$55.00
Leaderboard	728x90	\$17.00
Skyscraper	160x600	\$17.00
Text Ad	130 Characters	\$15.00

- CPMs based on ROS placements. Exclusive, targeted and homepage placements are available at an additional cost.

## Advertising Specifications

UNIT	DIMENSIONS	MAX FILE SIZE
Leaderboard	728x90	40K
Wide Skyscraper	160x600	40K
Large Rectangle	300x250	40K
Floating DHTML	400x400	40K
Sponsored By Logo	120x90	40K
Interstitial	500x400	40K

### GUIDELINES

- All creative is due 5 business days prior to launch date
- CountryWeekly.com accepts Standard Banner, Flash®, iFrame, iLayer, HTML/DHTML, java, 3rd Party Redirect, Popup/Popunder and Text Link ad formats
- Third party ad tags are accepted. Please send internal redirects/redirects and iframe/javascript
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target="\_blank"
- Subject to IAB Terms & Conditions: [www.iab.net/standards/termsandcond2.pdf](http://www.iab.net/standards/termsandcond2.pdf)

### FLASH GUIDELINES FOR DISPLAY

- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target="\_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command. The following code needs to be added manually to the .swf file:  

```
On (release) {
  getURL(clickTAG,"_blank");
}
```
- For more information, consult Macromedia Flash:  
[http://www.macromedia.com/resources/richmedia/tracking/advertising\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/advertising_guide/)

### RICH MEDIA GUIDELINES

- Flash 8 is preferred
- Advertisers to pay all third party serving fees

### EXPANDABLES GUIDELINES

- 728x90 – expands down to 728x390
- 160x600 – expands right to 460x600
- 300x250 – expands right to 460x250

### INTERSTITIAL GUIDELINES

- 500x400, We will convert video, 15 Second Max
- Must have close button

### WALLPAPER GUIDELINES

- 500x400
- Repeating pattern
- .eps or .ai file

### VIDEO GUIDELINES

- Dimensions – 480x360 (4:3 Full Screen)
- Video length (30 seconds)
- Flash version – Flash 8
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Video Data Rate – 600kbps
- Audio Data Rate – 48kbps
- Total Data Rate – 648kbps
- It is recommended to crop to TV-Safe Area and de-interlace. Video should not include a leader.
- Clickable, please supply a click-thru URL

### Email Specifications for Advertiser Provided Email Creative

- All email creative is due 8 business days prior to email deployment date and should be submitted to [etavarez@amilink.com](mailto:etavarez@amilink.com)
- All images must be hosted by client. All image calls must be absolute
- All creative must be accompanied by a seed/proof list. (If client cannot host images, AMI can host for a fee)

### HTML FORMAT GUIDELINES

Deliverables - we will need from you:

- Subject line
- HTML file
- Formatted no larger than 800w x 1000h pixels, total page weight not to exceed 100k
- Images must be hosted by client. All image calls should be absolute URLs
- Maximum of 4 unique links
- Text version of email (see below for specs)
- A list of all email addresses that need to receive the email proof and deployed/final email

### Coding Restrictions:

- CSS (cascading style sheets), Image maps, Javascript, and flash/rich media are not permitted in HTML emails.
- No formatting should be included in the header of the HTML

### Recommendations:

- We do not recommend the use of Microsoft FrontPage or Microsoft Word for the creation of HTML emails: doing so results in the creation of extraneous code that doesn't render properly in email client software.

### TEXT FORMAT GUIDELINES

Deliverables - we will need from you:

- Subject line
- Text version of email
- URLs must be on their own line, preceded by http://
- Copy limited to 750 characters, including spaces.
- Maximum of 2 unique links.
- A list of all email addresses that need to receive the email proof and deployed/final email

### Coding Restrictions:

- All text files should be delivered in plain text (.txt) format.
- Hyperlinks /'a href's' not permitted.

### Recommendations

- We recommend creating the text version in Notepad (on Windows' based machines), SimpleText (on Mac OS9), or TextEdit (on Mac OS10+).