



*NationalEnquirer.com delivers a fresh audience, eager for stories and gossip about their favorite celebrities. NationalEnquirer.com gives its users news they won't get anywhere else, many of them online exclusives not found in other magazines, websites, newspapers or on television.*

*With features like video, celebrity photos and breaking news, we give our advertisers one of the most high profile and efficient media vehicles on the Internet.*

celebrity news, photos, crime, gossip

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

## NationalEnquirer.com Categories

- Homepage
- Daily Gossip
- Celebrity News
- Celeb Photos
- Videos
- Crime & Investigation
- Gossip with Mike Walker
- Hollywood After Dark
- Games
- Sweepstakes
- Polls

## 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

- Average page views per month: 2,770,337
- Average unique visitors per month: 400,819
- Average page views per visit: 3.8
- Average time spent on site: 2:07
- E-Newsletter Subscribers: 15,000+
- Co-Branded e-blast: 1,500+

Source: Google Analytics, November 2008

## Demographic Profile:

|                      |       |
|----------------------|-------|
| Women                | 69.9% |
| Men                  | 30.1% |
| Age 18-24            | 5.8%  |
| Age 25-34            | 34.4% |
| Age 18-49            | 75.8% |
| HHI \$60+            | 60.4% |
| HHI \$75+            | 48.9% |
| Presence of Children | 46.7% |
| HHLD Size 3+         | 56.3% |

Source: ComScore Media Metrix October 2008

# NATIONAL ENQUIRER

## 2008 Online Rate Card



| UNIT                  | DIMENSIONS | CPM (NET) |
|-----------------------|------------|-----------|
| Leaderboard           | 728x90     | \$21.00   |
| Wide Skyscraper       | 160x600    | \$21.00   |
| Large Rectangle       | 300x250    | \$22.00   |
| Floating DHTML        | 400x400    | \$24.00   |
| Pop Unders            | Various    | \$15.00   |
| Sponsored By Logo     | 120x90     | \$15.00   |
| Interstitials         | 500x400    | \$46.00   |
| Roadblock/HP Takeover | —          | \$29.00   |
| Video Pre-Roll        | —          | \$33.00   |
| Wall Paper            | —          | \$40.00   |

| NEWSLETTERS               | DIMENSIONS     | CPM (NET) |
|---------------------------|----------------|-----------|
| Frequency: Weekly         |                |           |
| Co-Branded Email          | —              | \$270.00  |
| Sponsorship of Newsletter | —              | \$55.00   |
| Leaderboard               | 728x90         | \$25.00   |
| Skyscraper                | 160x600        | \$28.00   |
| Text Ad                   | 130 Characters | \$15.00   |

### GENERAL INFORMATION

- CPMs based on ROS placements. Exclusive, targeted and homepage placements are available at an additional cost.
- Advertiser to pay all third party serving fees for rich media.
- 40k maximum file size.
- All interstitials and floaters must have a close button.
- All creative due 5 days prior to campaign launch date.

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## Advertising Specifications

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

### GUIDELINES

- All creative is due 5 business days prior to launch date
- NationalEnquirer.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/ad-serving\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/ad-serving_guide/)

### RICH MEDIA GUIDELINES

- Flash 8 is preferred

### 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

### 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, AML 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+).