



*Shape.com is America's premiere active lifestyle web site geared towards women who want to look and feel good about themselves. Shape.com provides tips on healthy living, recipes, fitness tools, video workouts, music downloads, and endless information on how to get the look and feel of the fit and health conscious female consumer.*

shape your life

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## Shape.com Categories

- Fitness Tools
- Workouts
- Healthy Eating
- Healthy Living
- Beauty, Fashion, Lifestyle
- Events, Promos
- Community

## Integrated Opportunities

- Home Page Roadblocks
- Category Targeting
- Banner Campaigns
- Custom Creatives/Programs
- E-Blast/E-Newsletter
- Contests/Sweepstakes
- Survey/Quiz
- Section Sponsorships
- Micro Sites
- Interstitials/Intermercials
- Video Sponsorships/Pre-Roll Advertisements
- Music Download Sponsorships/Advertisements
- Mobile Promotions

## Reach

- Average page views per month: 7,697,819
- Average unique visitors per month: 1,047,127
- Average page views per visit: 6.14
- Average time spent on site: 4:09
- E-Newsletter subscribers: 300,000+
- Co-Branded e-blast: 150,000+

Source: Google Analytics

## Audience Profile

Women	89.7%
Men	10.3%
Age 18-24	8.0%
Age 25-44	46.5%
Age 18-49	69.1%
HHI \$50+	31.6%
HHI \$75+	48.9%
Presence of Children	42.8%

Marital status: 58.2% are married, 21.6% are single  
Education: 87.2% have attended or graduated college

Source: @plan Fall 2008

**33.43% made a purchase/requested additional information for something featured on Shape.com**

**25.05% are online readers only**

**34.28% visit Shape.com several times a month; nearly 23.27% visit daily**

### Main reason they visit:

• Fitness Info	27.0%
• Diet/Nutrition	14.9%
• Recipes	8.5%
• Contests/Giveaways	38.2%
• Advice	1.6%
• Beauty	4.0%
• Playlist/Music	1.0%

### Sports/exercises most interested in:

Weights	35.7%	Yoga	26.7%
Running	38.0%	Other	30.4%
Aerobics	26.8%	Spinning	7.7%
Pilates	24.3%		

Source: Shape.com Reader Survey, 2008

## 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
- Shape.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/adserving\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/adserving_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+).