



Arts & Letters Daily

ARTS & LETTERS DAILY ONLINE RATE CARD - ALDAILY.COM
EFFECTIVE SEPTEMBER, 2011

Arts & Letters Daily, located at Aldaily.com, is widely regarded as the Internet's best source for culture and ideas. The Web site draws together the most intelligent, provocative, and illuminating news stories, critical reviews, political essays, and commentaries published online. *Arts & Letter Daily* is divided into three main columns: Articles of Note, New Books, and Essays and Opinion. Links along the left side of the page connect readers to a variety of international newspaper and magazine Web sites, columnists, and blogs.

New material is added six days a week, and the site also houses an archive of articles dating back to 1998.

The *Arts & Letters Daily* readership comprises a wide array of discerning, intellectually-engaged people from around the world, including scientists, educators, journalists, editors, people in business, entertainment, medicine and the professions, and political leaders. 70% live in North America, 45% hold a master's or doctoral degree, and 58% visit the site at least once a day. Monthly traffic to Aldaily.com is more than 2.8 million page views from more than 356,000 unique viewers.

BANNER ADVERTISING OPPORTUNITIES:

There is one banner ad position on Aldaily.com. The 300 × 250 pixel banner ad appears above the fold in the right column of the page. The editorial adjacency and key positioning of this banner make it an ideal way for you to promote your organization to our readers.

RATES

Web site banners	
Number of impressions	CPM
50,000 – 199,999	\$35
200,000 – 299,999	32
300,000 – 399,999	30
400,000+	28

Minimum Web site banner purchase is 50,000 impressions.

For targeted banner placement, add \$5 to the CPM per targeting element.

All first-time advertisers are required to prepay for their initial insertion.

All rates quoted are gross. *Arts & Letters Daily* offers a 15% agency discount to recognized advertising agencies.

*CPM stands for “cost per thousand.” Banner advertising rates are based on cost per thousand ad impressions.

RATES FOR CONTRACT PRINT ADVERTISERS**

Web site banners	
Print-contract level	CPM
3×	\$33
6×	32
12×	30
18×	28
24×	25
36×	23

**Advertisers who have signed print advertising contracts with The Chronicle of Higher Education or The Chronicle of Philanthropy at the above specified frequencies, are eligible for discounted advertising rates on Aldaily.com

CREATIVE SPECIFICATIONS:

Insertion Type	Creative Size	Accepted File Formats	GIF/JPG File Size	Rich Media File Size	Animation Length	Looping	Creative Deadline
Web banner	300 x 250	GIF, JPG, SWF	39K	39K	:15	3	10 business days

- All creative with a white background must have a 1 × 1 pixel border
- Default creative (in GIF/JPG format) must be submitted with all rich media files.
- Audio/Video: User-initiated (on-click) only. Ad must display a visible “stop” or “pause” button.
- Frames per second (FPS): Flash ads may not exceed 18FPS. 12FPS preferred.
- Prior to submission, creative should be tested for stability across all browser platforms.

Single Click Instructions for Rich Media Creative

Ad production **cannot guarantee** that click-through data will be tracked for all third-party served rich media technologies. To track clicks for ads created in Flash 6, assign the following ActionScript code to the button in the Flash file:

```
on (release) {  
    getURL(clickTAG, “_blank”);  
}
```

MATERIAL SUBMISSION:

All banner ads and click-through URL's must be submitted via e-mail to adinfo@aldaily.com.

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TARGETING:

Using DoubleClick's DART technology, advertisers can target banner advertisements to their desired audience by country, state, ZIP code, area code, top-level and second-level domains, operating system, ISP, and browser type. For more information on targeting criteria, please contact your sales representative or send an e-mail message to adinfo@aldaily.com.

AD TRAFFICKING:

THIRD PARTY

Arts & Letters Daily gladly accepts tags from third-party servers. Aldaily.com is a DoubleClick DFP site.

Web site banners

Advertisers who wish to traffic banner ads through DoubleClick must submit live internal redirect tags.

Advertisers trafficking ads through a third-party server other than DoubleClick must submit standard redirects or rich media tags.

SITE SERVED

Advertisers who do not traffic their banner ads through a third-party server must submit banner creative along with a live click-through URL.

REPORTING:

Arts & Letters Daily advertisers can view the success of their banner-advertising campaign at any time. Advertisers will be sent a user name and password via e-mail for access to the DoubleClick system at the beginning of the advertising campaign. Campaign-performance statistics can be viewed by day, by banner, and by all targeting criteria.

HEADQUARTERS

The Chronicle of Higher Education

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