

GEN e-Newsletter Specs - 2014

	Leaderboard	Primary	Midway	Base
GEN Highlights 18,000 Daily plus 35,000 Weekly Subscribers (125,000 sends per week)	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url

Editor's Select Package (75,500 Subscribers)

Editors' Picks 25,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url
ETOC 26,600 Subscribers				
New Product Watch (unlimited number of positions) 23,900 Subscribers	Product image (200 x 150 pixels) Headline (75 characters) Descriptive copy (75 words maximum) Target url			

	Position 1	Position 2	Position 3	Position 4	Position 5
Tech Focus multi sponsored (5 positions) up to 40,000 Subscribers	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url

	Leaderboard	Primary	Toolbox Section
Sponsored Tech Focus single sponsored up to 40,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Text ad with: Headline and 45 word description (maximum 45-words) Target url	For the Toolbox section: Up to 4 items can be placed in the toolbox section. Screenshots of video or banner ads with accompanying links to the respective video or ad. 100x100 (jpg or non-animated .gif). Target urls for each image

All e-Newsletter Creative should be sent to: enewsletter@Genengnews.com
 All creative is due five business days prior to Newsletter deployment

Rates

	Leaderboard	Primary	Midway	Base	Frequency
GEN Highlights	\$2,095	\$2,095	\$1,395	\$995	6 deployments per week
Editors Select Package <ul style="list-style-type: none"> • Editors' Picks • 1 ETOC (the 1st of every month) • New Product Watch 	\$2,095	\$2,095	\$1,395	\$995	3 deployments per month (combined)
Tech Focus (multi-sponsored) (5 positions)	\$2,095				Refer to planning calendar for schedule
Sponsored Tech Focus (single-sponsored)	\$6,500				Custom

Frequency discounts available. Contact your rep.

Rates are net