



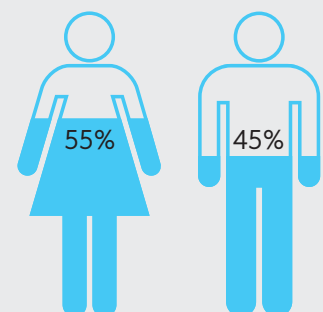
## Health tips you can live with

FitSavvy is the practical guide to building the better you, offering expert health and wellness advice, accessible exercise ideas, and delicious, diet-friendly recipes—all of the building blocks of a sound mind, body, and spirit.

## Site Statistics Highlights

>100K PAGE VIEWS PER MONTH

+100% AVERAGE MONTHLY GROWTH



Source: Google Analytics Oct 2012–Jan 2013

# Media Opportunities

Integrate your brand with a custom takeover of our homepage or specific category pages. We will utilize your brand graphics to make your message come to life for your target audience.

## Advertising Opportunities

- 300 x 250 medium rectangle (A)
- 728 x 90 leaderboard
- 15-30s full-size pre-roll video (B)

## Sponsorship Opportunities

- Branded original long-form video
- Article advertorial (C)
- Custom home page takeover
- Email newsletter



## Display Ad Unit Specifications

- > File size: 40k
- > Formats: HTML, jpg, gif, png, iframe
- > Animation: 15s max
- > Looping: 3x max

## Video Ad Unit Specifications

- > Format: flv, mp4, WebM
- > Ad size: 700 x 394 (16:9)
- > Frame rate: 29.97 frames per sec

