Media Kit

Minyanville.com
Minyanville is a media company that creates branded properties to entertain and educate people interested in finance. **Minyanville is an Emmy Award -Winning media company**. *We create branded Business & Finance content that informs, educates, and entertains*.

www.minyanville.com **is the premier media destination. Our platform includes a combination of financial insight, education and entertainment. We offer marketers a community of affluent and engaged readers unmatched by rivals.**

Our Site Traffic:
• 2 million+ unique monthly visitors
• 10 Million+ monthly page views

Source: Google Analytics (Dec 2009)

Our Demographics:
High net-worth, tech-savvy, Investors and business decision-makers.

• 72% Adults 25-54

• 78% HHI $75,000+

• 84% College Graduate

• 38% Post Graduate

• 79% Business Decision-Makers

• 61% Visited Minyanville.com in past month

• 73% Manage personal investments of $100,000+

• 93% Conduct 4+ trades per month

• 77% follow the market in real time via the Internet

Source: Google Analytics (Dec 2009)

Creative Specifications:

- **Medium Rectangle - 300×250**
- **Leaderboard - 728x90**
- **Interstitial - 640×480**
- **Button - 120x90**
- **MicroButton - 88x31**
- **Text Ad**
- **PreRoll Video**
- **Newsletter Medium Rectangle - 300×250**
- **Newsletter Leaderboard - 728x90**

Medium Rectangle - 300×250

Dimension	300 pixels (width) by 250 pixels (height)	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound **(optional)**	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	

Third Party Tags	All third party tags must follow above requirements.
	   -- JavaScript tags are recommended
	   -- Tags should support Caching busters
	   -- Iframe tags must support click commands
	   -- Tags should be activated 2 days prior to broadcast	

Formats Supported	GIF, animated GIF, JPEG, SWF,PNG	

Leaderboard - 728x90

Dimension	728 pixels (width) by 90 pixels (height)	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	

Third Party Tags	All third party tags must follow above requirements.
	   -- JavaScript tags are recommended
	   -- Tags should support Caching busters
	   -- Iframe tags must support click commands
	   -- Tags should be activated 2 days prior to broadcast	

Formats Supported	GIF, animated GIF, JPEG, SWF,PNG	

Interstitial 640x480

Dimension	640 pixels (width) by 480 pixels (height)	
File Size	Image (JPEG/GIF)	30kb
	Flash (SWF)	80kb
	HTML	30kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	3 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	

Third Party Tags	All third party tags must follow above requirements.
	  -- JavaScript tags are recommended
	  -- Tags should support Caching busters
	  -- Iframe tags must support click commands
	  -- Tags should be activated 2 days prior to broadcast	

Ad Mechanism	Loads in between two content pages of user's surfing path, lasting for 15sec max.	
Formats Supported	GIF, animated GIF, JPEG, SWF,PNG	

Button 120x90

Dimension	120 pixels (width) by 90 pixels (height)	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	

Third Party Tags	All third party tags must follow above requirements.
	   -- JavaScript tags are recommended
	   -- Tags should support Caching busters
	   -- Iframe tags must support click commands
	   -- Tags should be activated 2 days prior to broadcast	

Formats Supported	GIF, animated GIF, JPEG, SWF,PNG	

Micro Bar 88x31

Dimension	88 pixels (width) by 31 pixels (height)	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	

Third Party Tags	All third party tags must follow above requirements.
	   -- JavaScript tags are recommended
	   -- Tags should support Caching busters
	   -- Iframe tags must support click commands
	   -- Tags should be activated 2 days prior to broadcast	

Formats Supported	GIF, animated GIF, JPEG, SWF,PNG,HTML	

Text Ad

Dimension	Up to 60 chars at Max
Lead Time	2 working days prior to broadcast for Pure Media Buy only
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad

Third Party Tags	All third party tags must follow above requirements.
	   -- JavaScript tags are recommended
	   -- Tags should support Caching busters
	   -- Tags should be activated 2 days prior to broadcast

Preroll Ad

Dimension	400x300px, 700kbps	
File Size	FLV	3MB max
Click Tag	Position: All visible area of the Ad	
Video length (in seconds)	15 Sec Max	
Flash Version	Flash 8	
Frame rate	30 fps	
	All Flash file must use a separate layer as the background instead of the stage.	
Key frame	every 30-60 frames (2 seconds)	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	

Sound (optional)	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	Third party redirect ad tags for SWF, JPG, GIFs, and FLVs are permitted to run, provided that the agency or third party supplies a single redirect URL (http:// or https:// path) to the asset file and has met all the required advertising specifications. **Note:** IFRAME, ILAYER, JavaScript, HTML, etc. tags are not supported because Flash does not support these ad tags and Video Player is a Flash environment. If you are synchronizing companion banner assets outside the Video player with a video ad instead the Video player, then third party IFRAME, JavaScript, HTML, etc. tags can be used for the companion banners being served on the HTML page. 1x1 impression third party tracking pixel and click tag URLs are also supported. Place 1x1 tracking pixels in either trackStartURL, trackMidURL, trackEndURL, and/ or trackPointURLs depending on what you want to track.	
Formats Supported	.FLV, .SWF, .JPG, .PNG, or Static .GIF	

Newsletter Medium Rectangle - 300×250

Dimension	300 pixels (width) by 250 pixels (height)	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound **(optional)**	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	

Third Party Tags	All third party tags must follow above requirements.
	   -- Tags should support Caching busters
	   -- Tags should be activated 2 days prior to broadcast
	   -- Tracking Tags should not be no script tags, he no script tag doesn't support third party tracking pixels	

Format:	GIF, animated GIF, JPEG	

Newsletter Leaderboard - 728x90

Dimension	728 pixels (width) by 90 pixels (height)	
File Size	Image (JPEG/GIF)	25kb

	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/ OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	All third party tags must follow above requirements. -- Tags should support Caching busters --Tags should be activated 2 days prior to broadcast -- Tracking Tags should not be no script tags, he no script tag doesn't support third party tracking pixels	
Format:	GIF, animated GIF, JPEG, PNG	

Mobile Web Ad Guidelines

Name	Technical Specifications
X-Large Image Banner	• 300 x 270 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 5 KB file size **Supplemental unit:** • Animated GIF for animation • < 7.5 KB file size
Large Image Banner	• 300 x 50 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 3 KB file size **Supplemental unit:** • Animated GIF for animation • < 4.5 KB file size
Medium Image Banner	• 168 x 28 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 2 KB file size **Supplemental unit:** • Animated GIF for animation • < 3 KB file size
Small Image Banner	• 170 x 40 pixels **Universal unit:** • GIF, PNG, JPEG for still image • < 1 KB file size **Supplemental unit:** • Animated GIF for animation • < 1.5 KB file size
Text Tagline (optional)	• Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small

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Minyanville: Secure Your Future, Feed Your Brain, Make You Smile