Minyanville™

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:

• **1.5 million+ unique monthly visitors**　　• **9 Million+ monthly page views**

Source: Google Analytics, Quantcast.

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, Quantcast

Ad Specifications & Guidelines

Standard Banners

- **Rectangle 300x250**
- **Leaderboard 728x90**
- **Half-page 300x600**
- **Button 170x40**

Dimension	728x90, 300x250, 300x600, 170x40
File Size	Image (JPEG/GIF) 25kb - Flash (SWF) 40kb
Click Tag	Position: All visible area of the Ad
Animation	15 Sec Max per Loop and 18 fps max
Flash Version	Flash 8 or above
Other Requirements	All Flash (SWF) creative's must have an accompanying backup image (GIF/JPEG) with file size not more than 30kb All Flash creative's 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

Ad Specifications & Guidelines
(continued)

Rising Stars

- **Pushdown 970x90 (970x418 expanded)**
- **Filmstrip Unit 300x600**
- **Portrait Unit 300x1050**

- **Sidekick Unit**
- **Slider Unit 970x90**
- **Billboard Unit 970x250**

- **Page Skin**

File Size	Image (JPEG/GIF) 50kb - Flash (SWF) 70kb
Click Tag	Position: All visible area of the Ad
Animation	30 Sec Max per Loop and 25 fps max
Flash Version	Flash 8 or above
Other Requirements	All Flash (SWF) creative's must have an accompanying backup image (GIF/JPEG) with file size not more than 50kb All Flash creative's 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	5 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

Ad Specifications & Guidelines
(continued)

Homepage Slider

Dimension	682x260
File Size	Image (JPEG/GIF) 50kb - Flash (SWF) 70kb
Click Tag	Position: All visible area of the Ad
Animation	30 Sec Max per Loop
Flash Version	Flash 8 or above
Other Requirements	All Flash (SWF) creative's must have an accompanying backup image (GIF/JPEG) with file size not more than 50kb All Flash creative's must use a separate layer as the background instead of the stage
Form Element *(Optional)*	All scripts and data-capturing mechanisms are client-supplied. For units with video, additional ActionScript code must be included to ensure the video only plays when visible. There is also additional code required to track multiple click zones. We can add this if the FLA source files are provided or will provide instructions
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 • Iframe tags must support click commands • Tags should be activated 2 days prior to broadcast
Formats Supported	GIF, animated GIF, JPEG, SWF,PNG

Ad Specifications & Guidelines
(continued)

Interstitial 640x480, Full Page, Page Grabber

Dimension	640x480
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 and 18fps max
Flash Version	Flash 8 or above
Other Requirements	All Flash (SWF) creative's must have an accompanying backup image (GIF/JPEG) with file size not more than 30kb All Flash creative's 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

Ad Specifications & Guidelines
(continued)

Text Ad 1x1

Dimension	Up to 60 chars at Max
Lead Time	2 working days prior to broadcast for Pure Media Buy only
Other Requirements	Text Copy should also have third party click URL and impression tracking pixel
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

Newsletter

Dimension	300x250, 728x90
File Size	Image (JPEG/GIF) 25KB
Click Tag	Position: All visible area of the Ad
Lead Time	2 working days prior to broadcast for Pure Media Buy 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 • Third party noscript tags which will display an image
Formats Supported	GIF, animated GIF, JPEG , noscript tags

Mobile Web Ad Guidelines

Name	Technical Specifications
X-Large Image Banner	300 x 250 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
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 10 characters for Small

Sponsorships and Direct Ads

Minyanville works with advertisers through its exclusive representative, Investing Channel, to craft strategies that engage prospects and clients. In addition to standard advertising units, Minyanville is expert at creating custom-made opportunities in a range of formats and platforms designed to meet marketers' communication needs. Surrounded by world class content, either regular features or those created exclusively for an advertiser, Minyanville has proven success integrating marketers' messages into content and creating an environment where quality prospects can socialize and share.

About Investing Channel

Investing Channel is one of the fastest growing media companies in the finance vertical. With Investing Channel's seasoned team of professionals, advertisers can reach new audiences and optimize marketing campaigns to maximize return on investment with the highest level of service. To learn more about advertising on Minyanville as well as other sites in the Investing Channel network contact us at:

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