

ADVERTISING SPECIFICATIONS

PLEASE NOTE: Lead time for online ads is a minimum of 7 business days for all final materials. If Meredith New Media Marketing & Services provides creative assistance there will be additional lead time. Additional lead time for creative assistance is dependant upon program details. Advertiser sweepstakes require additional lead time. Official sweepstakes rules must be finalized and approved by Meredith Corporation's legal department at least 35 days in advance of the sweepstakes start date. Sweepstakes creative materials should be provided at least 35 days in advance of the sweepstakes start date. Please contact Jennifer.Schulze@Meredith.com for more information.

Medium Rectangle Materials

Formats supported: .JPG, .GIF or .SWF

- Provide a 300x250-pixel .GIF, .JPG, or .SWF file not exceeding 35 KB.
- This unit is clickable, please provide a single click-thru URL.

Channel Sponsorship Materials

Formats supported: .JPG, .GIF or .SWF

- Provide a 710x45-pixel .GIF, .JPG, or .SWF file not exceeding 35 KB.
- This unit is clickable, please provide a single click-thru URL.

Specifications are accurate on release date, 4/4/2008, and are subject to change.

Please contact Jennifer Schulze for more information.

Email: Jennifer.Schulze@Meredith.com · Phone: (515) 284-2079

ADVERTISING SPECIFICATIONS

Email Newsletter Sponsorship Materials – Medium Rectangle

Formats supported: .JPG or .GIF

- Provide a 300x250 pixel static .GIF or .JPG file not exceeding 25 KB.
- This unit is clickable, please provide a single click-thru URL

NOTE: Rich media and animated files are not accepted for email newsletter sponsorships. This unit may not be served by client third party ad servers.

Pre-roll Video Ad

Formats supported: .FLV or .SWF

Option #1 (FLV)

Submit .FLV file to the following specification

- Do not exceed :15
- Max file size: 35 KB
- Dimensions – 480x360
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Video Data Rate – 352kbps
- Audio Data Rate – 48kbps
- Total Data Rate – 400kbps
- Keyframe – every 30 – 60 frames (2 seconds)
- File format required – FLV, Flash 7 or Flash 8
- It is recommended to crop to TV-Safe Area and de-interlace
- Video Ad is clickable, please supply a click-thru URL
- Video should not include a leader

Option #2 (SWF)

Submit .SWF file to the following specification

- Do not exceed :15
- Max file size: 35 KB
- Dimensions – 480x360

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- Frame rate – 30 fps
- The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames at 30 fps). Even if all animation is done inside movie clips, the main timeline needs to be extended to the length the ad should play.
- Requires a 480x360 rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. This can have an opacity of 0%, but must be present so the players can size the movie properly.
- Content should begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing.
- A `stop();` action should be placed in the final frame on the main timeline.

Add these lines of code to the first frame of the file:

```
System.security.allowDomain("*");  
System.security.allowDomain("http://admin.brightcove.com");
```

Important: Attach the following `getURL()` call to the button's release event. Add the code to the button itself:

```
on (release) {  
    getURL(clickTag, "_blank");  
}
```

The `clickTag` variable will be undefined at the time of compiling, but will be populated dynamically with a value at run-time by the Brightcove player.

ADVERTISING SPECIFICATIONS

300x250 Expandable Video Ad

Formats supported: .SWF, .JPG or .GIF

A 300x250 will run alongside the pre-roll video advertisement. When the video ad unit starts to play, the content on the right side of the Brightcove player will fade and a 300x250 static or rich media ad will display providing exclusive ownership of the player. This 300x250 unit remains for the duration of the advertisement stream.

With the 728x90 leave behind unit, an "Expand" button is automatically integrated by Brightcove for the leave behind placement. When a user clicks "Expand", the 300x250 unit displayed during the initial video pre-roll ad will reappear allowing further interaction by the user. The advertiser does not build in the Expand functionality; this is provided by the video player.

Rich Media Option (SWF)

- Dimensions – 300x250
- Frame rate – 30 fps
- File format required – SWF, Flash 8
- 3rd Party Serving: A single redirect to the creative asset and/or the use of 1x1 tracking pixels and click tags is permitted. Any other creative tags (JavaScript, HTML, iframe/layer) are not permitted.
- All code should be Actionscript 2.0
- Maximum initial stream 40K with up to 4 additional download streams upon user click are permitted. Each additional stream may not exceed 50K.
- 3 time looping restrictions
- References should not be made to `_root` unless `_lockroot=true`. It is recommended that relative paths be used instead.
- Must not reference level0 in Actionscript.
- Any reference to any methods or properties of the Stage class must be removed.
- Must not change player quality with Actionscript.
- As of our current release, you are able to manage a single-click through URL in Flash units, based on the spec below:

Important: Attach the following `getURL()` call to the button's release event. Add the code to the button itself:

```
on (release) {  
    getURL(clickTag, "_blank");  
}
```

The `clickTag` variable will be undefined at the time of compiling, but will be populated dynamically with a value at run-time by the Brightcove player.

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Static Image Option

Formats supported: .JPG or a static .GIF

- If using a .GIF, it cannot be animated
- If using a .JPG, it must be non-progressive
- Dimensions – 300x250
- Max File Size: 30k
- This unit is clickable, please provide a click-thru URL

728x90 Leave Behind Video Ad

Formats supported: .JPG, .GIF or .SWF

When the video ad starts to play, a 728x90 ad unit also appears below the player. This placement continues to display after the streaming video ad completes and will remain until the next video ad plays.

Rich Media Option (SWF)

- Dimensions –728x90
- Frame rate – 30 fps
- Max file size – 30K
- 3rd Party Serving: A single redirect to the creative asset and/or the use of 1x1 tracking pixels and click tags is permitted. Any other creative tags (JavaScript, HTML, Iframe/Ilayer) are not permitted.
- Max animation length to match video pre-roll length (15 seconds)
- No looping
- References should not be made to `_root` unless `_lockroot=true`. It is recommended that relative paths be used instead.
- Must not reference `level0` in Actionscript.
- Any reference to any methods or properties of the Stage class must be removed.
- Must not change player quality with Actionscript.
- As of our current release, you are able to manage a single-click through URL in Flash units, based on the spec below:

Important: Attach the following `getURL()` call to the button's release event. Add the code to the button itself:

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on (release) {  
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The clickTag variable will be undefined at the time of compiling, but will be populated dynamically with a value at run-time by the Brightcove player.

Static Image Option

Formats Supported: .JPG or static .GIF

- If using a .GIF, it cannot be animated
- If using a .JPG, it must be non-progressive
- Dimensions –728x90
- Max File Size: 30k
- This unit is clickable, please provide a click-thru URL

Partner Video

FLV Video File

- Dimensions: 480x360 pixels
- Max File Size: 30 MB

Flash 8 Compression Specifications

- Video: On2 VP6
- Encoding: 2-Pass VBR
- Resolution: For standard 4:3 aspect ratio content, 480x360 pixels
- Frame Rate: Maximum 30 fps
- Video Data Rate: 464 kbps
- Audio Data Rate: 48 kbps
- Total Data Rate: 512 kbps
- Keyframe: Every 6 seconds

If video is not currently in Flash 8 format, **Sorensen Squeeze software is recommended to convert files to the proper format.*

Thumbnail Images & Meta-data

- Provide a 480x360 pixel JPG file, no larger than 35 KB
- Provide a 120x90 pixel JPG file, no larger than 5 KB
- Complete & provide the video meta-data excel file with the above items (this file is available upon request)

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To Provide Video Materials...

Use the following FTP account to upload the video components listed above.

Server: <ftp://ftp.meredith.com>

Username: simadv

Password: a3djoQ5n

There is a 7-day limit on files, after which they will be automatically removed.

Please submit all finalized advertising materials to
Jennifer.Schulze@Meredith.com in advance of the creative due date.