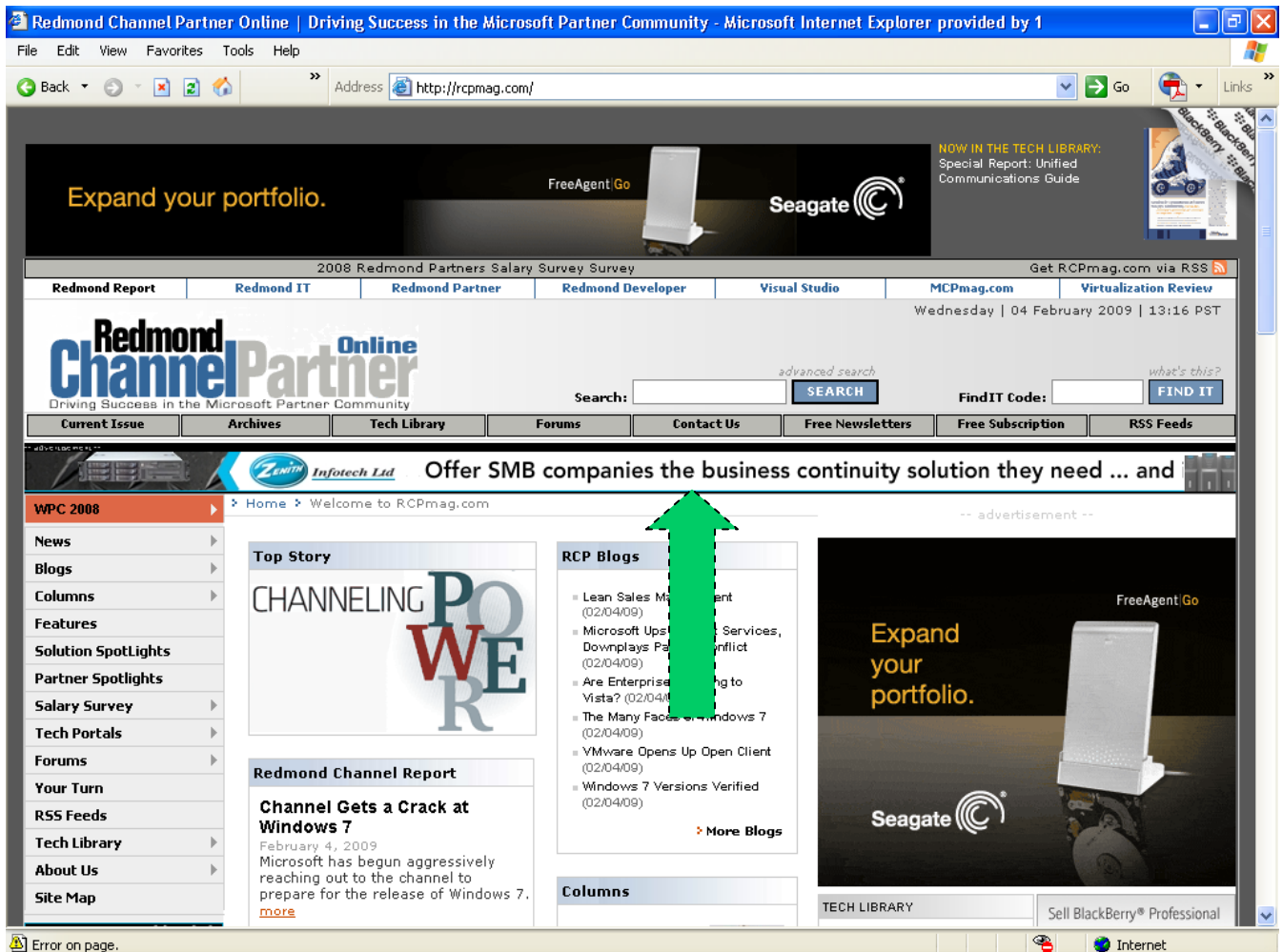


## Ticker Specifications

### What is a ticker?

- A **974 x32** unit with up to 30 words of scrolling text.
  - Sizes vary by Business unit. Please check with your AdOps Coordinator for exact size by site.
- It appears above the fold on every page.
- When a user clicks on the ticker, it immediately takes the user to your landing page.
- Only one ticker runs at a time so you have exclusive coverage and impact.
- This ad unit is subject to availability. Contact your account representative for more information.



The screenshot shows the Redmond Channel Partner Online website. The browser title is "Redmond Channel Partner Online | Driving Success in the Microsoft Partner Community - Microsoft Internet Explorer provided by 1". The address bar shows "http://rcpmag.com/". The page features a navigation menu with categories like "Redmond Report", "Redmond IT", "Redmond Partner", "Redmond Developer", "Visual Studio", "MCPmag.com", and "Virtualization Review". A search bar is present with a "SEARCH" button. A sidebar on the left contains links for "WPC 2008", "News", "Blogs", "Columns", "Features", "Solution Spotlights", "Partner Spotlights", "Salary Survey", "Tech Portals", "Forums", "Your Turn", "RSS Feeds", "Tech Library", "About Us", and "Site Map". The main content area includes a "Top Story" titled "CHANNELING POWER" and a "Redmond Channel Report" titled "Channel Gets a Crack at Windows 7". A "RCP Blogs" section lists several articles with dates. A large green arrow points to the "RCP Blogs" section. An advertisement for Seagate is visible on the right side of the page.

## Creative

You can choose from one of the following two options:

1. Our designer builds the ad. Please send the following:

- A gif or jpg of one or more of the following sizes: 728x90, 336x280 & 160x600
- Your company logo in vector format
- 30 words max of copy

2. Third party tags can be used. The ticker cannot be made to expand in any direction.

- We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad.
- When submitting third-party tags, please send **Javascript/Standard or Standard tags only**. If using DFA, please send internal redirect tags

## Banner Advertising Policies

Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision which may delay the launch date.

---

**All creative is due 5 business days prior to launch. Please submit materials to:**

Public Sector Group

**Diana Schneider**

Phone: 818-814-5379

E-mail: [dschneider@1105media.com](mailto:dschneider@1105media.com)

OH&S

**Anna Bayaua**

Phone: 818-814-5235

E-mail: [abayaua@1105media.com](mailto:abayaua@1105media.com)

Security Today, Environmental Protection

**Enedina (Nini) Jacobo**

Phone: 818-814-5253

E-mail: [ejacobo@1105media.com](mailto:ejacobo@1105media.com)

HMEB Group

**Cousteau Magee**

Phone: 818-814-5361

E-mail: [cmagee@1105media.com](mailto:cmagee@1105media.com)

Enterprise Computing Group, TDWI,  
College/School Planning & Management

**David Seymour**

Phone: 208-939-0933

E-mail: [dseymour@1105media.com](mailto:dseymour@1105media.com)