

Online Rates and Specs

2009 Rates (all rates are net)

Net Rates	
Newsletter	Position 1 \$3000.00
	Position 2 2500.00
	Position 3 2000.00
White Paper Program	\$7500.00
Custom Newsletter Rates	7500.00
Print/Web Events	
One Event	7000.00
Two Events	6000.00 ea.
Three Events	5000.00 ea.

logisticsmgmt.com Options & Rates (all rates are net)

Ad Size	Rate
Leaderboard 728 x 90	CPM \$124
Skyscraper 160 x 600	CPM \$124
Boombox 336 x 280	CPM \$136
Peelback Template available	CPM \$175
Sponsored Link —Links located on <i>LMs</i> homepage	\$1,500/month
Site Roadblock , Rich Media or Channel Targeting	\$12,000 Flat

- Inventory is based upon availability at time of insertion and quoted prices are valid for 30 days. If the proposed inventory is not available, we will do the best to accommodate advertisers on other opportunities. Site ad unit inventory cannot be put on hold.
- Email newsletter sponsorship dates are based on availability at time of insertion. An advertiser can be wait-listed for a specific newsletter spot if not available. Specific sponsorship dates can be put on hold for 48 hours prior to insertion.
- Custom Opportunities: Timelines are created and agreed upon by advertiser and *LM* at the start of each project. It is up to both parties to meet assigned deadlines for project to be completed on time.
- Impression delivery for all campaigns is measured by *LMs* designated primary ad serving system. We are able to work with any supported third-party ad server with advance notice.

Creative Specifications:

- Ad unit specs:
Rich Media accepted on all ad units.
All ad units must have a border.
- Email Newsletter Specifications for *LM*: Up to 50 words of text (with URL link) and a 468x60 image (with a second link). * "Click here" will be hyperlinked to your URL.
- Sponsored Link Specifications: Headline—Company Name, 55 characters maximum, Body—250 characters, URL—200 characters (includes spaces and all punctuation).
- Please send online ad files to adssupplychain@reedbusiness.com and be sure to indicate the site name and the position the ad is for. In the case of email newsletters,

please send files to adssupplychain@reedbusiness.com and make sure you note the newsletter name. Creative is due 3 business days prior to campaign start, 6 days for rich media, and 5 days for email newsletters.

- Rich media is accepted on all ad units, however action must be user-initiated. In order to respect the user experience, all rich media needs to be tested and approved. *LM* reserves the right to refuse creative upon intrusiveness to the visitor or take down the creative based on visitor complaints. When submitting rich media please send alternate .gif. Additional charges may apply. If using rich media, please contact your sales rep. for more detailed information.
- LM* reserves the right to change specifications. Advertisers will be given 30 days for any change.

Streaming Videos:

- Based upon impressions delivered (not the run time of the video).
- Recommend no longer than 15 seconds.
- Must have a close button.
- Must be user-initiated on a click vs. roll-over or automatic launch.
- 25% premium CPM on basic advertiser CPM rate.

Billing/Cancellation Policy:

- Billing is based upon on contracted impressions. Campaigns are billed monthly the last week of every month.
- LM* has a 30-day written cancellation policy on all online media with no penalty, two week written notice on email newsletter

sponsorships. If a campaign has already begun and then canceled, the advertiser will be responsible for the cost of impressions planned for up to two weeks after the cancellation along with the impressions that have been delivered.

- Custom Opportunities Cancellation Policy: Project can be canceled before any communication with the assigned Contributing Editor has taken place. If project is canceled after initial communication, advertiser will be billed for all costs incurred in terms of production, writing and any media created or run.

General Rate Policy:

All advertising contracts accepted subject to change in rate upon notice from the publisher. Contracts may be canceled at the time the change in rate becomes effective without incurring a short rate. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and separately liable for such moneys that are due and payable to the publisher. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency requirement.

Protective Clauses:

The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertising which simulates editorial must carry the word ADVERTISE-MENT at the top in eight point type.

All orders accepted are subject to our credit requirements. Publisher reserves the right to select ad location unless advertiser pays for preferred position.

