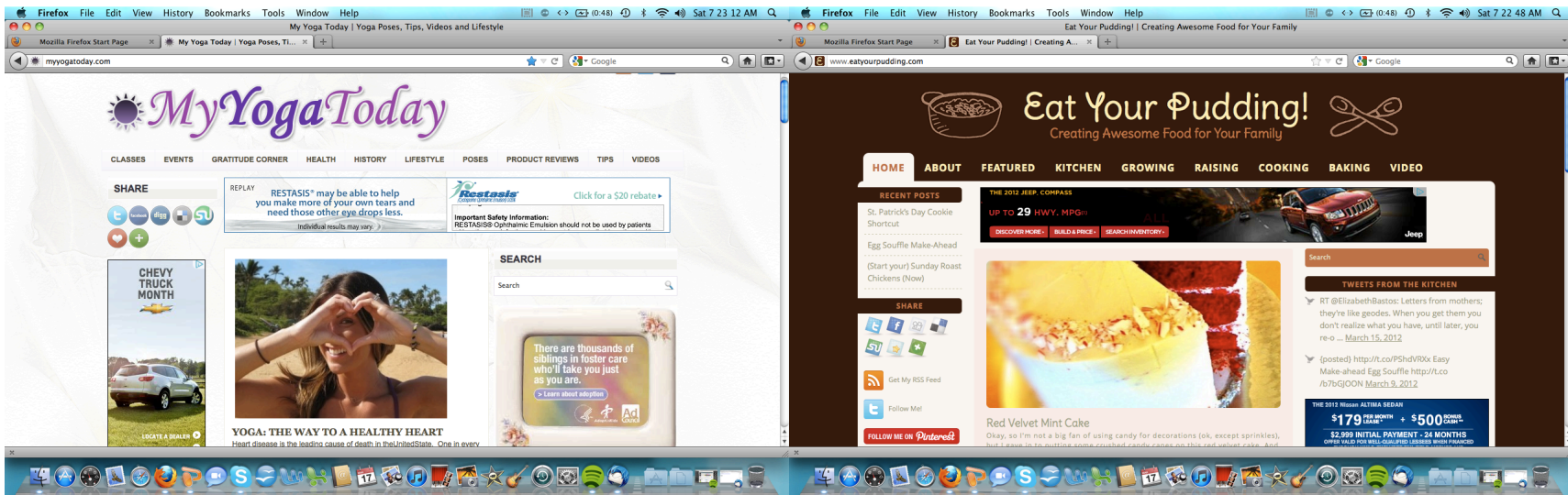




2012 Media Kit & Ad Specifications

"Online Audiences Come Alive with Avenue 5"



Avenue 5 Media reaches an online audience of 5 million unique visitors per month in the US through content rich blogs that target women and individuals engaging in fitness or active lifestyle pursuits.

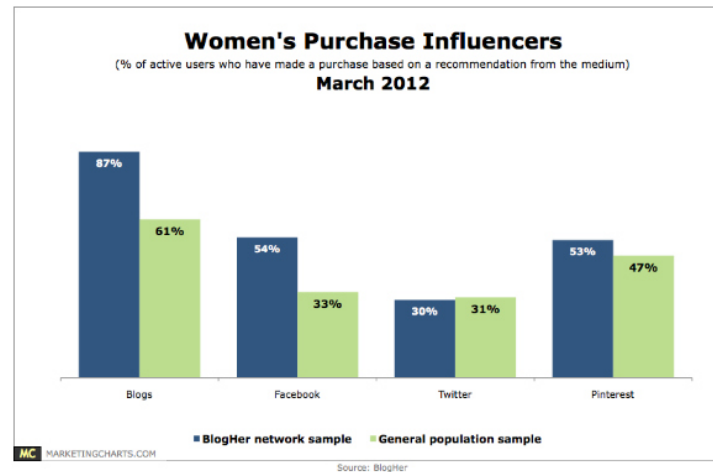
We offer customized advertising opportunities & sponsorships that can provide the desired reach to your demographic.

“More than 61% of active blog readers admit to making purchases based on a blog recommendation, nearly double the rate of Facebook and Twitter active users -- 33% and 31% -- respectively.”

Source: “Blogs Influence Women’s Shopping Experience” by Laurie Sullivan
Online Media Daily, March 14, 2012

Why Blogs Are Valuable Advertising Opportunities

- Ads are run alongside original editorial content written by people passionate about their expertise and interests.
- 61% of women who are active blog users say they have made a purchase based on a recommendation from a blog, a proportion that rises to 87% among BlogHer network members, according to a March 2012 survey from the company, which polled a sample of women from the general population and a sample from its community.



Avenue 5 Media Blog Summaries

- *Book-Mommy.com – Children’s literature and crafts*
 - *BudgetHawaiiVacations.com – Tips for budget travel to Hawaii*
 - *EatYourPudding.com – Creating healthy meals for your family*
 - *ShopAllOrganic – Meal ideas and recipes using organic ingredients*
 - *Kyojo.com – College financial aid and application tips*
 - *MyYogaToday.com – Yoga poses, tips and holistic living ideas*
 - *RealFitnessRealPeople.com – Maintaining goals and healthy eating habits*
 - *LongWeekendLife.com – Family living and vacationing in the tropics*
 - *WannaKnowVideo.com – Teen make up tips, fashion, product reviews*
 - *RileysSmile.com – Challenges of parenting a special needs child*
- MomWorkoutOfTheDay.com – Quick workout tips moms can use at home*
- FabulousFreeda.com – Money saving tips and ideas*
- Ecohomeideas.com – Eco friendly living ideas for home and garden*

Display Ad Guidelines

Available Standard IAB Ad Units:

Leaderboard

Size: 728x90

Maximum file size (image): 30K

Maximum file size (Flash): 30K

Animation: 15 seconds; 18 fps

Looping: Max 3

Third-party specs below: Yes

Accepted file formats: GIF, JPEG, Default GIF required for HTML and Flash Submissions (Flash Version 7 with clickTAG embedded).
Image rotation: 6 creatives max per campaign

Medium Rectangle

Size: 300x250

Maximum file size (image): 30K

Maximum file size (Flash): 30K

Animation: 15 Seconds; 18fps

Looping: Max 3

Third-party specs below: Yes

Accepted file formats: GIF, JPEG, Default GIF required for HTML and Flash Submissions (Flash Version 7 with clickTAG embedded).
Image rotation: 6 creatives max per campaign

Skyscraper

Size: 120x600

Maximum file size (image): 30K

Maximum file size (Flash): 30K

Animation: 15 Seconds; 18fps

Looping: Max 3

Third-party specs below: Yes

Accepted file formats: GIF, JPEG, Default GIF required for HTML and Flash Submissions (Flash Version 7 with clickTAG embedded).
Image rotation: 6 creatives max per campaign

Wide Skyscraper

Size: 160x600

Maximum file size (image): 30K

Maximum file size (Flash): 30K

Animation: 15 Seconds; 18fps

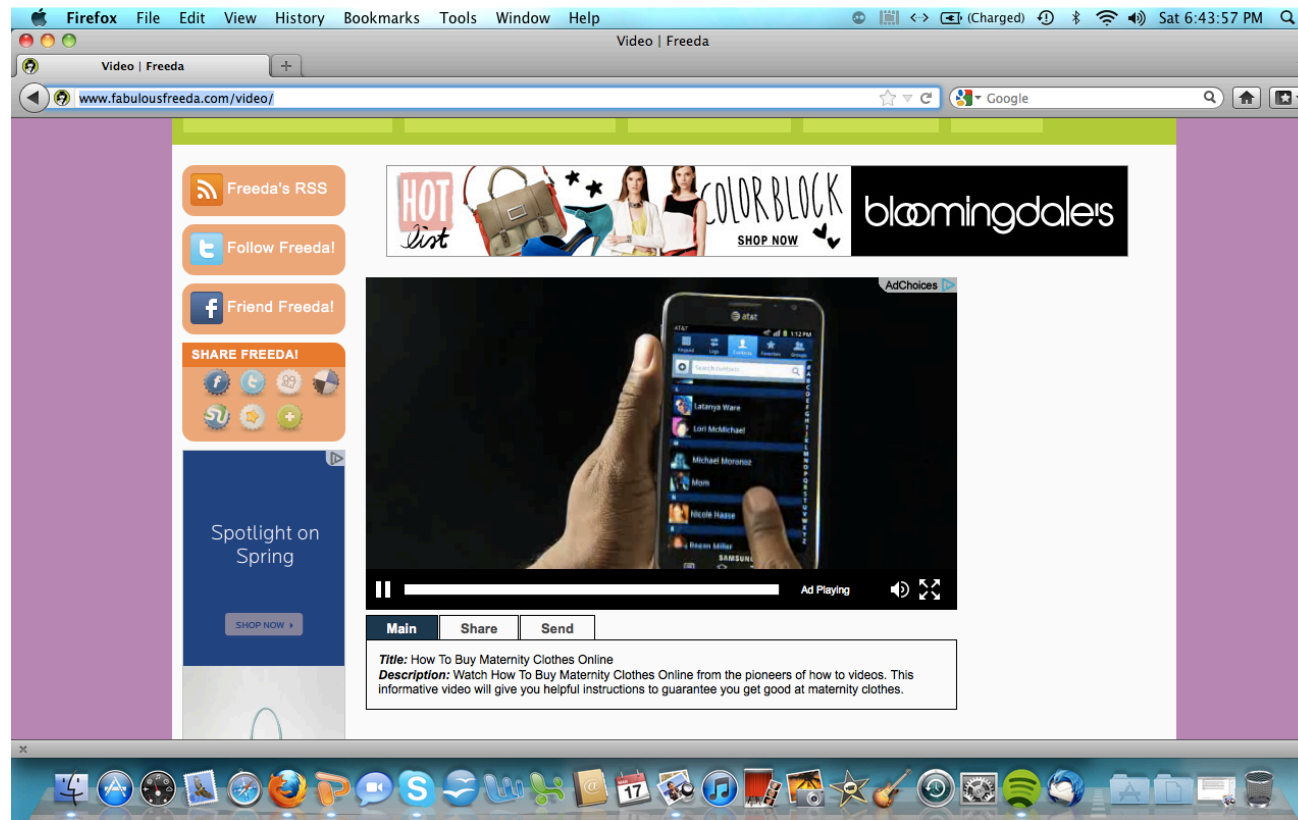
Looping: Max 3

Third-party specs below: Yes

Accepted file formats: GIF, JPEG, Default GIF required for HTML and Flash Submissions (Flash Version 7 with clickTAG embedded).
Image rotation: 6 creatives max per campaign

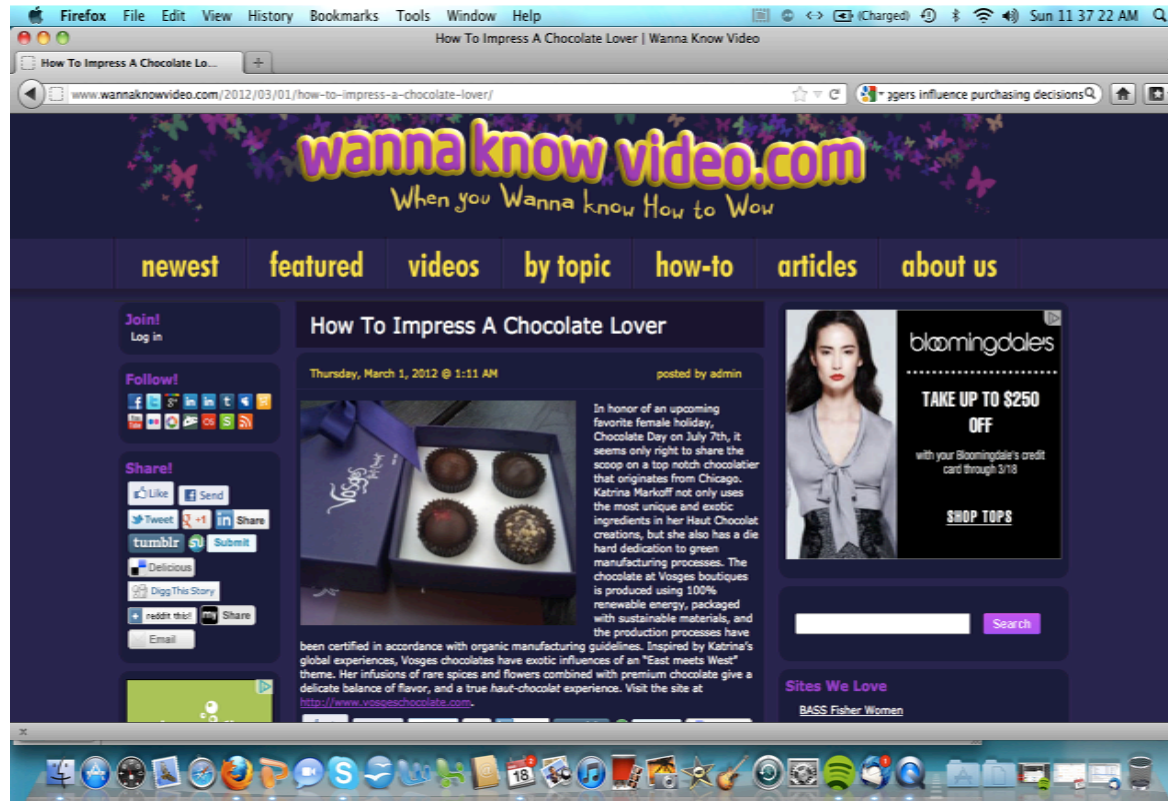
Standard IAB Linear Video Pre-roll

:15 or :30 Linear Video Pre-roll Ad Within Video Player



Customized Content Integration Sponsorships

Your product or service promoted through editorial content written by our professional blog team.



Advertising Rates & Custom Advertising Placements or Sponsorships

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Phone: 239-233-4930