

# LDI & LIVE DESIGN

## online rates & specs

### LiveDesignOnline.com

Offering you a variety of cost-effective options to build your brand online!

Since its launch in December of 2005, livedesignonline.com has consistently attracted the largest pool of web savvy end users in the entertainment technology industry. The newly designed livedesignonline.com offers you even more targeted solutions to build awareness, generate leads, and drive traffic from a dedicated group of decision makers who search for design information and gear online. Generate interest from the over 70,000 unique visitors who come to the website each month to get the latest news, research the latest gear, access industry data, and learn what their peers are up to.

- 1 LEADERBOARD BANNER (728X90) \$40 CPM**  
Attention-grabbing top banner integrated into the site's horizontal navigation bar.  
**File size limit: 35k; 3 month commitment**
  - 2 BOOM BOX (300X250) \$30 CPM**  
Integrated right into the core of the freshest content, this premium position provides impact for larger creative options.  
**File size limit: 35k; 3 month commitment**
  - 3 SUPER BUTTON (180X150) \$20 CPM**  
This space is integrated into the site's central location.  
**File size limit: 35k; 3 month commitment**
  - 4 MARKETPLACE (125X125) \$150/MONTH**  
Cost effective homepage advertising – use LiveDesignOnline.com to build your brand and reach your customers!  
**File size limit: 36k; 6 month commitment**
- LDI** LDI exhibitors will receive a 25% discount on all rates (excluding Marketplace ads), as well as a FREE ad on the LDI website (excludes the months of Sept-Nov).

**ONE STOPS AND ROADBLOCKS (728x90, 300x250, 180x150) \$70 CPM**  
These allow you to buy all of the advertising real estate available in a targeted section of the website. You'll "own" the category!

### Technical Specs

**Formats Currently Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Eyeblander, Pointroll

**Will Accept For Testing:** Enliven, Bluestreak, DHTML, Audio, Real, and Shoshkele

**Non-accepted Formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** Penton Media will accept most 3rd Party Ad tags including DART, Adknowledge, 24/7 and L90. ALL 3PAS must be accompanied by anti-caching documentation.

**Frames and Looping:** Maximum Frames 4; Looping: 3 times

**Material Deadlines:** Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.

**Cancellation Policy:** Banners and sponsorships require a two-week written cancellation notice.

### Sales Contacts

David Johnson, 212-204-4272  
Publisher  
david.johnson@penton.com

Ken Baird, 913-981-6141  
ken.baird@penton.com

Kelly Turner, 415-455-8305  
kelly.turner@penton.com

Web site Materials  
Brian Byrne, 913-981-6152  
brian.byrne@penton.com



# Envision. Build. Tech. Go.

ldishow.com

livedesignonline.com