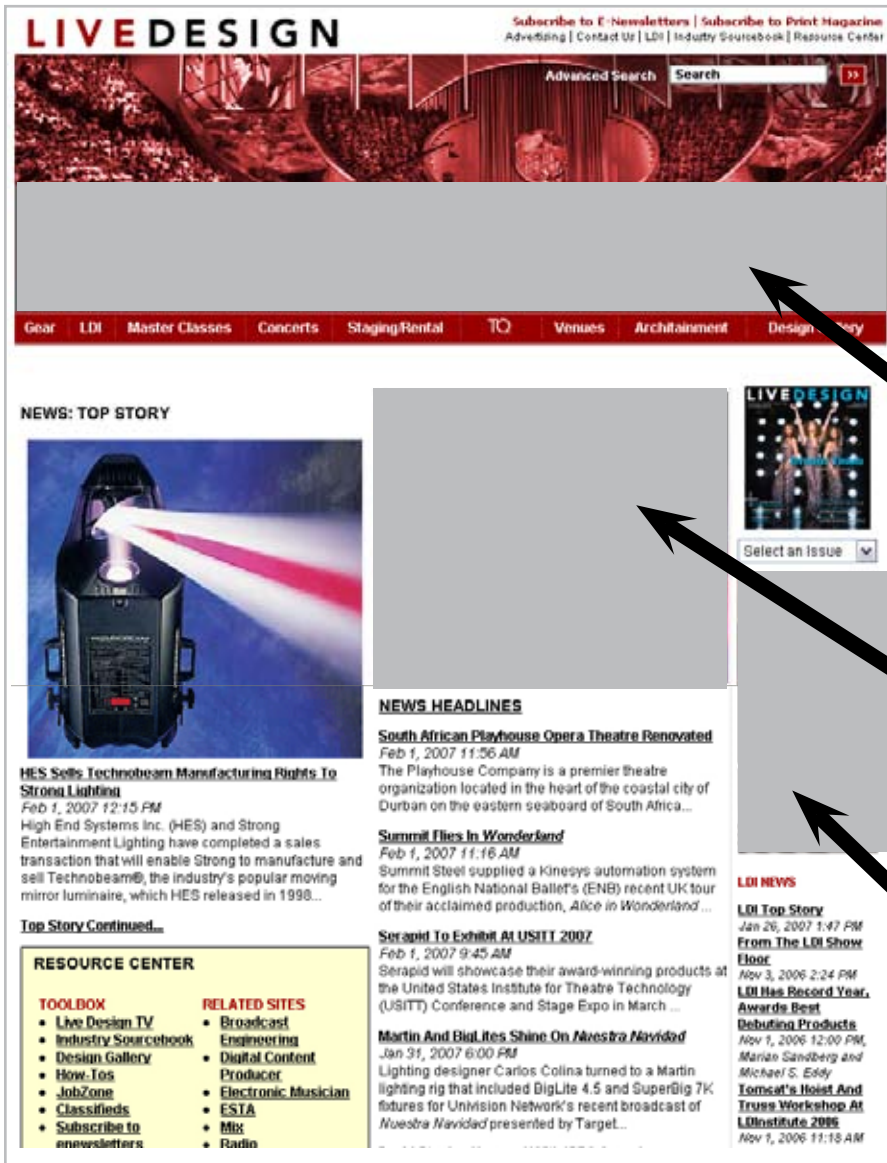


www.livedesignonline.com offers a variety of cost-effective options to build your brand online



www.livedesignonline.com offers you targeted solutions to build awareness, drive traffic, and generate leads from buyers who search for information and suppliers online. Generate interest from designers and technicians who visit the website to get the latest news, access in-depth industry data and analyses, and search for suppliers in the online Buyer's Guide. It's their most comprehensive online source for staying up-to-date! And...with more than 200,000 page views per month, you're guaranteed maximum exposure.

### Leader Board

**728x90**  
\$40 CPM

### Super Button

**300x250**  
\$30 CPM

### Half Tower

**120x240**  
\$20 CPM

### Technical Specs (more detailed specs available)

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, 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.

Dimensions and File Sizes: 728x90: 35kb; 336x280: 35kb; 160x600: 35kb

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

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.

### 3 month minimum

**One Stops and Roadblocks** allow you to buy all of the advertising real estate available in a targeted section of the website. You'll "own" the category! One Stops and Roadblocks: \$30 CPM.