

BOOK AD GUIDELINES

GENERAL INFORMATION

The special book rate of \$1.25 CPM (Cost Per Thousand) assumes your ad will appear on a "run of site" basis, i.e., without restrictions.

The minimum run is 100,000 impressions to be delivered over a period of two weeks for \$125. You can increase the number of impressions in increments of 50,000 per additional week.

We prefer that your ad link to the Amazon page for your book — we receive a small commission from Amazon for books sold this way. All dealings with Amazon are your responsibility.

We recommend that your ad include a picture of your book. You are responsible for providing the finished artwork for this picture.

You are responsible for all copy appearing in your ad, including the accuracy of quotations.

AUDIENCE TARGETING

We can provide special services including geographic targeting, time/day restrictions, or placement on certain pages. We are also happy to accept non-book advertising. Please inquire regarding rates.

DESIGN

If desired, we can create an ad for you. We reserve the right to charge a setup fee if you require an elaborate design, rich media, etc.

WE ACCEPT

JPEGs, GIFs, and Flash ads

FILE SIZE

The maximum file size is 50K (49939 bytes) for all ad types.

AD DIMENSIONS

We offer three online ad sizes for the website:
Leaderboard (728 x 90 pixels)
Rectangle (300 x 250 pixels)
Skyscraper (160 x 600 pixels)

SLIDESHOW ADS

A simple animation slide show ad should loop no more than 3 times and stop after 15 seconds.

FLASH ADS

If the camera-ready ad is a Flash ad, it must be built in Flash versions 5-8. The ad must include a "clickTag" variable so we can track clicks. The proper code looks like this:

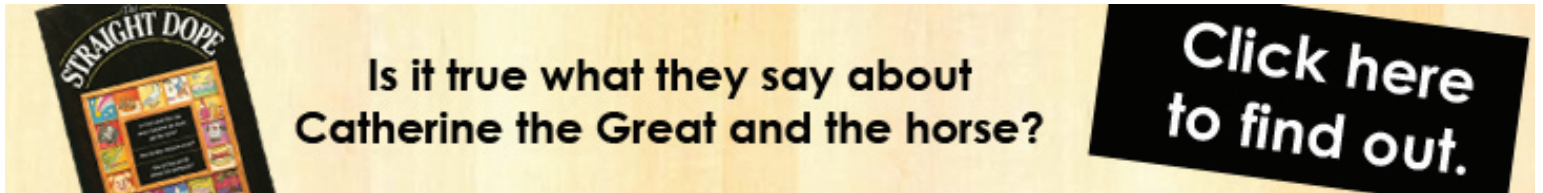
```
on (release) {  
  if (clickTAG.substr (0,5) == "http:")  
  { getURL(_level0.clickTAG, "_blank");  
  }  
}
```

Note: The destination URL should not be in the Flash file itself.

THE STRAIGHT DOPE

Fighting Ignorance Since 1973
(It's taking longer than we thought)

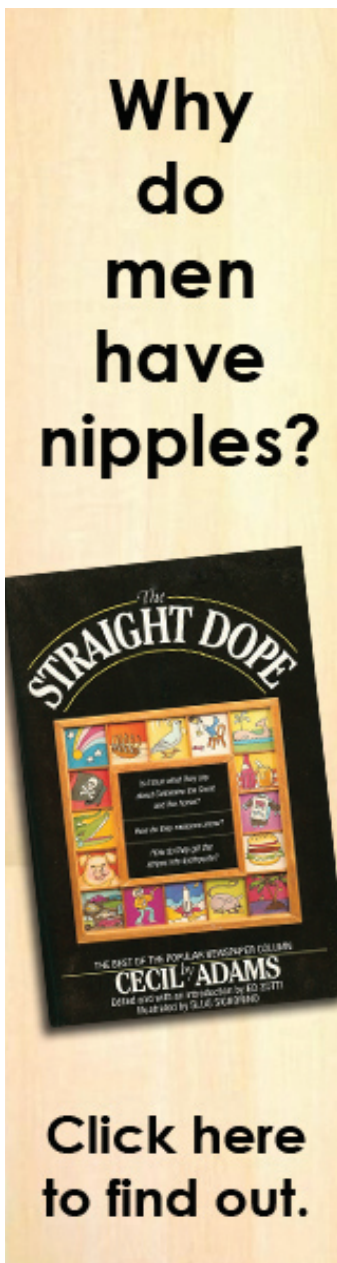
BOOK AD TEMPLATES



Is it true what they say about Catherine the Great and the horse?

[Click here to find out.](#)

LEADERBOARD (728 X 90 PIXELS)

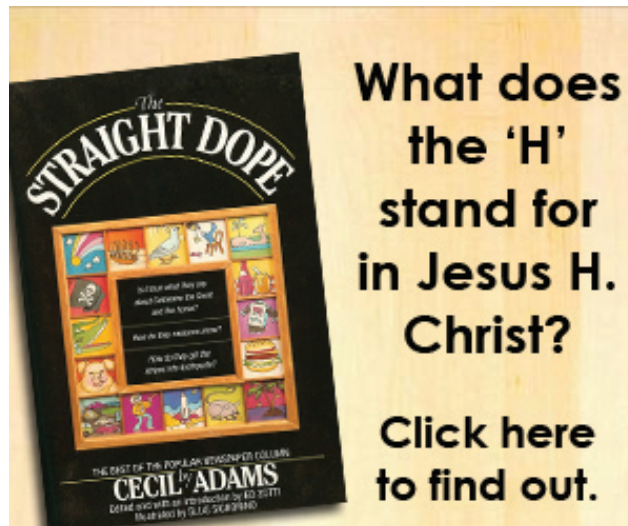


Why do men have nipples?

[Click here to find out.](#)



SKYSCRAPER (160 X 600 PIXELS)



What does the 'H' stand for in Jesus H. Christ?

[Click here to find out.](#)



RECTANGLE (300 X 250 PIXELS)