

■ **Effective Date: January 2010**

PRODUCED BY:

UBM Medica

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Psychiatric Times

Banners

Run of Site

Large Rectangle	\$90
Top	\$80
Bottom	\$60
Skyscraper	\$80
Tile	\$40

Home page Roadblocks and Topical Section

Sponsorships - prominent positions with impact**

HOME PAGE (per week):	\$750
Top, Skyscraper and Bottom	
SITE SECTION	\$3,000

**No impression guarantee

e-Newsletters

Monthly Table of Contents Newsletters:

Each month, registered site users receive a table of contents email alert highlighting key features in the current print issue of the companion journal.

Topic Newsletters:

E-Newsletters devoted to topics of interest to clinicians:

Ad Position

Leadboard	\$2,100
Skyscraper	\$1,800
Text	\$1,200



UBM Medica

Creative Specifications

Standard Ad Units

Large Rectangle	336X280
Top	728X90
Skyscraper	160x600
Bottom	728X90
Tile	N/A

Banners

Max File Size, all units: 40K, 3 loop limit

Rich Media Accepted: GIF, JPG, HTML, Flash

Flash creative must be delivered as a .SWF file. Advertiser must also provide back-up GIF or JPG (in case user does not have flash installed). Frame rate not to exceed 18 frames per second. Duration max: 110 seconds. Preload max: 7 seconds

Newsletters

GIF or JPG: Max File Size= 15K, no Flash allowed

Text: Max 65 characters per line including spaces; six lines of text including URL; URL must stand alone as the last line with on URL per ad; Word or Notepad document.

Third Party Serving

Third party rich media tags accepted (IFRAME/JavaScript/ATLAS) for the rotation of rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPG.

All ad creative is due to ad operations 5 days before campaign start.

**Contact your sales representative to learn more
about our custom integrated solutions capabilities.**