



Salt Water

SPORTSMAN

2025 MEDIA KIT



Salt Water Sportsman has been the fishing authority since its founding in 1939. We bring authenticity and expertise to bear on the most useful and interesting topics in saltwater fishing, including boating, tackle, gear, travel and technology.

Our team of editors and contributors teach, entertain, advise and advocate in print and across a network that includes web, video, social media, email and events. Our goal is to inform and empower saltwater anglers, wherever they are in their journey.

AUTHENTIC CREDIBLE RESOURCEFUL



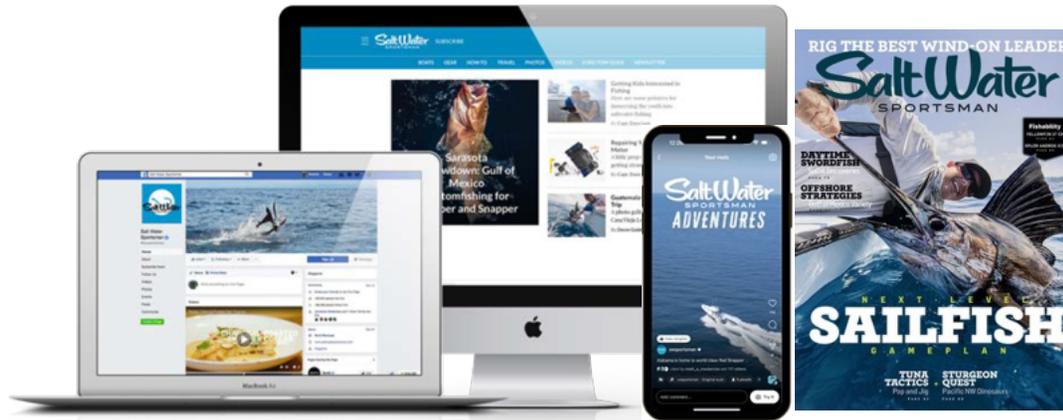


BRAND OVERVIEW

8x
Frequency

1939
Year Established

* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



@SWSportsman

Salt Water Sportsman

@SWSportsman

132,453

Avg. Monthly Page Views

89,696

Avg. Monthly Unique Visitors

243,150+

Social Media Audience

48,750

Custom Email Subscribers

61,500

Editorial eNews Subscribers

1.3M

Views per month across all *Salt Water Sportsman* Adventures platforms

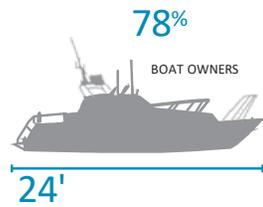
Within *Salt Water Sportsman's* audience are anglers of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value enthusiasts across all of our media channels in order to drive tangible results.

Source: Google Analytics 2024

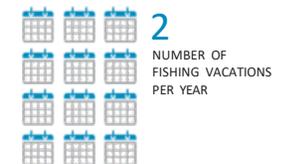
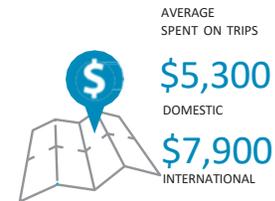
AUDIENCE PROFILE

Salt Water Sportsman's audience represents active, affluent anglers that can be refined to fit your specific needs. Unless otherwise specified, *this information is representative of our total audience across all media channels; contact us to find your target audience.*

+ Demographics



+ Fishing Habits





2025 EDIT CALENDAR

FEBRUARY	MARCH	APRIL	MAY
<p>THE ESSENTIAL SKILLS ISSUE</p> <p>The how-to, where-to that <i>Salt Water Sportsman</i> is known for. Our longtime annual issue is broken down by inshore, offshore, backwater and flats.</p>	<p>THE MARSH MADNESS ISSUE</p> <p>The doldrums of winter are behind us, and warmer weather means the marsh is starting to produce fish. Featured locations: Louisiana, Mississippi and Texas. Plus: prepping your boat/gear/elex for a new year of adventures.</p>	<p>THE SPRING MIGRATION ISSUE</p> <p>Warming waters get fish moving, and kicks off fishing seasons. Tarpon moving along the Florida coast, striped bass off North Carolina, plus types of baits and predatory fish by region.</p>	<p>THE THROWBACK ISSUE</p> <p>Stories from vintage issues of <i>Salt Water Sportsman</i> are paired with new articles about those featured species and destinations, showing how tactics, tackle, and fisheries have evolved.</p>
JUNE/JULY	AUGUST/SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
<p>THE BIG-GAME BONANZA ISSUE</p> <p><i>Salt Water Sportsman</i> covers everything billfish: sailfish, marlin, spearfish, and swordfish. Plus: up-and-coming billfishing destinations, and new conventional/big-game gear and tackle.</p>	<p>THE INTERNATIONAL ISSUE</p> <p><i>Salt Water Sportsman</i> packs the passport for Guatemala, Prince Edward Island, British Columbia, Panama and the United Kingdom.</p>	<p>THE FALL MIGRATIONS ISSUE</p> <p>Cooling temperatures equals migrations to look out for including sea trout, redfish, striped bass, tarpon and tuna.</p>	<p>THE NEARSHORE ISSUE</p> <p>The species that call the waters from the beach out five miles home. Featured species: redfish, snook, tripletail, corbina, and black and white sea bass.</p>

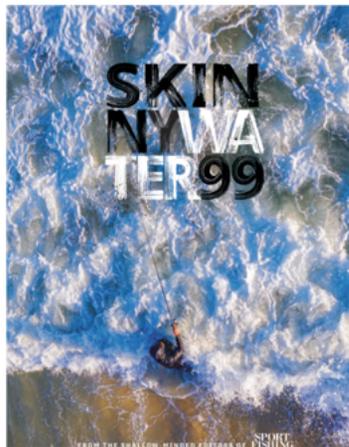
2025 SCHEDULE AND THEMES ARE STILL BEING PLANNED AND ARE SUBJECT TO CHANGE

Issue	Material Due Dates	Space Close	On Sale Date
February	12/2/24	12/2/24	1/20/25
March	1/7/25	1/6/25	2/17/25
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May	2/28/25	2/27/25	4/14/25
June/July	4/4/25	4/3/25	5/19/25
August/September	6/6/25	6/5/25	7/21/25
October	8/1/25	7/31/25	9/15/25
November/December	9/5/25	9/4/25	10/20/25

FIRECROWN'S SPECIAL INTEREST PUBLICATIONS



Our editors will release a series of annual special interest publications that will focus on the hottest topics of interest in the saltwater fishing world. Our audiences seek and consume information on shallow water fishing, destination fishing hot spots and the latest fishing boats.



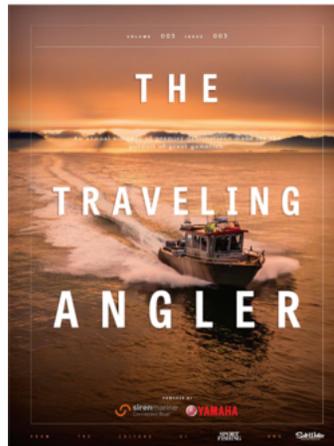
Skinny Water

Ad Close: 5/7/25

Materials Due: 5/9/25

Issue in homes: 6/23/25

*dates subject to change for 2025



The Traveling Angler

Ad Close: 11/7/25

Materials Due: 11/11/25

Issue in homes: 12/29/25

*dates subject to change for 2025



Fishing Boat Buyers Guide

Ad Close: 11/3/25

Materials Due: 11/4/25

Issue in homes: 12/29/25

*dates subject to change for 2025

2026 Fishing Boat Buyers Guide

Now is your chance to have our Editors' show off your newest or best selling build to our audience.
Boaters and Anglers look forward to this guide every year.



Get your boat in front of **the right people, at the right time in our annual Fishing Boat Buyers Guide**. one of our most anticipated issues, distributed to **65,000** of our most qualified subscribers (just before the January boat shows).

We'll have one of our editors test and walk through your boat, showcasing its main features and highlights at this year's Fort Lauderdale International Boat Show. Not attending the Boat Show? Ask us about our Saltwater Roundups!

PRINT:

- Full Page Ad: \$5,920
- Spread: \$9,995

CLOSING DATE:

- 11/3/2025

PREMIUM PROGRAM DETAILS - DIGITAL:

- 1x FBBG Walkthrough Video produced and edited by Firecrown
- 1x FBBG Boat Review hosted on *Salt Water Sportsman* and *Sport Fishing*, featuring Video + surrounding banners; Lives on FBBG content hubs
- 1x Custom Email promoting FBBG Review Page + Video
- 1x Facebook Native Video Ads (50,000 total views)
- 1x Organic Instagram Reel
- Firecrown produced video + IG reel shared for your promo purposes

Digital Package Price: SLS: \$8,725; SPF: \$7,990

Discounted Rate + Added Value with purchase of two brands



Salt Water SPORTSMAN ADVENTURES

A new generation of storytellers, creating content across every digital and social media channel, powered by the original and most respected voice in saltwater fishing, reaching your target audience.

SALT WATER SPORTSMAN ADVENTURES

Salt Water Sportsman Adventures are destination fishing trips where we send YouTube anglers out to fish and travel with our own writers, editors, and photographers. Each YouTuber shoots and posts their own videos from each trip, and Salt Water Sportsman does the same, creating a high-impact story that delivers high-volume impressions and metrics.

DELIVERABLES:

Sponsorship guarantees a minimum of 3 YouTube episodes and 6 short form videos per shoot at least 9 videos across all channels. Deliverables include organic visual placements and verbal calls to action that direct viewers to links in the description below.

PROGRAM INCLUDES:

- 1 long-form YouTube video on Salt Water Sportsman Adventures channel
- 2 short-form social videos via Salt Water Sportsman channels
- 1 long-form + 2 short-form videos per creator
- Affiliate links on the landing page
- Promotional package Add On

RESULTS:

- » 794 videos generating 180+ million views
- » 12.9+ million views on YouTube
- » 18-30 minute watch times

Salt Water Sportsman Adventure Views

YouTube	Facebook	TikTok	Instagram
14,945,772	103,454,972	43,428,010	42,088,556

OUR VIEWS DRIVE CLICKS

“Working with the Salt Water Sportsman Adventure program has been an awesome experience in every way possible. Not only have the trips been well-planned, enjoyable and a ton of fun, but Salt Water Sportsman and the creators have gone above and beyond to highlight our Return ‘Em Right program. This has led to a huge boost in following and website traffic after each trip, with 60% of all traffic pushed to the RER education module now coming from YouTube.”

– Nick Haddad

Sustainable Fisheries Communications Manager,
Florida Sea Grant



[See all videos from these shoots and read bios on our creators here.](#)



SALT WATER SPORTSMAN NATIONAL SEMINAR SERIES

Place your product in front of over 2,500 ravenous fisherman paying \$65 for a day of fishing education and entertainment with the legendary George Poveromo.

The 38th Annual Seminar Series is returning to the road!

- Inshore, Near Shore, Offshore
- Learn how to catch more and bigger fish in your local waters.

The Seminar Series “No Holds Barred” format requires our experts to reveal their prime fishing spots, the best times to fish them and the best baits and lures to use!

Dates and Locations:

- Charleston, SC – 1/11/2025
- St. Augustine, FL – 1/18/2025
- Atlantic City, NJ – 1/25/2025
- Mobile, AL – 2/1/2025
- Islamorada, FL – 2/8/2025
- Uncasville, CT – 2/22/2025
- Hampton, VA – 3/1/2025
- Tampa, FL – 3/8/2025

[National Seminar Series Link](#)





CONTACT

DREW TOWNES | Display Sales, Television, Events
[407-405-0127](tel:407-405-0127) | drew.townes@firecrown.com

BILL SIMKINS | Display Sales, Marketplace, Charter Boats
[407-756-6011](tel:407-756-6011) | bill.simkins@firecrown.com

MADI HALL | Senior Marketing Manager
madi.hall@firecrown.com

SCOTT SALYERS | Group Publisher
[305-972-2717](tel:305-972-2717) | scott.salyers@firecrown.com

PRINT SPECIFICATIONS

Trim Size: 8.375" x 10.875"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure crop marks are .125" outside of the bleed, or do not include.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

Photos: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

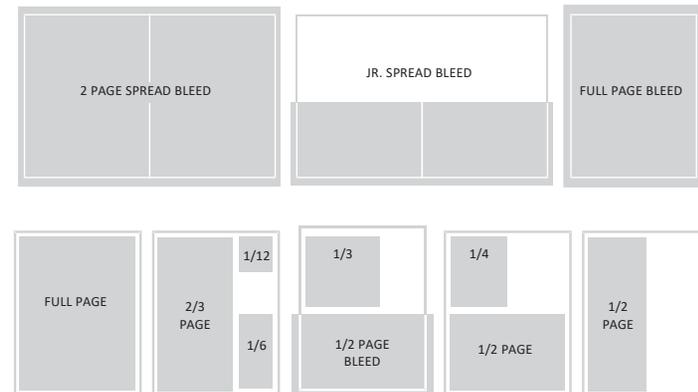
Dimensions	Non bleed size	Bleed size	Trim size
Full Page	7.825" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
2-Page Spread	—	17" x 11.125"	16.75" x 10.875"
1/2 Page Spread	—	17" x 5.45"	16.75" x 5.2"
1/2 Page Horizontal	7.25" x 4.75"	8.625" x 5.45"	8.375" x 5.2"
2/3 Page Vertical	4.5" x 9"		
1/3 Page Vertical	3.3" x 9"		
Marketplace	Non bleed size		
1/3 Page Square	4.625" x 4.75"		
1/6 Page Square	3.5" x 4.75"		
1/6 Page Vertical	2.25" x 4.75"		
1/12 Page Square	2.25" x 2.25"		

Production Notes:

Allow .25 in. safety area within TRIM on all 4 sides

(no live matter)

Ensure crop marks are .125" outside of the bleed, or do not include.



ISSUE THEME & CLOSING DATES

ISSUE	THEME	AD CLOSE	MATERIALS DUE	IN HOME & ON TABLETS
FEB '25	The New Essential Skills Issue	12/3/2024	12/2/2024	1/20/2025
MAR '25	The Marsh Madness Issue	1/6/2025	1/7/2025	2/17/2025
APR '25	The Spring Migration Issue	1/30/2025	1/31/2025	3/17/2025
MAY '25	The Throwback Issue	2/27/2025	2/28/2025	4/14/2025
JUNE/JULY '25	The Big-Game Bonanza Issue	4/3/2025	4/4/2025	5/19/2025
AUG/SEPT '25	The International Issue	6/5/2025	6/6/2025	7/21/2025
OCT '25	The Fall Migration Issue	7/31/2025	8/1/2025	9/15/2025
NOV/DEC '25	The Nearshore Issue	9/4/2025	9/5/2025	10/20/2025
FEB '26	The New Essential Skills Issue	12/2/2025	12/3/2025	1/19/2026

AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at firecrown.sendmyad.com.

PRODUCTION CONTACT
321-460-0088
peter.coffin@firecrown.com

We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

MARINE DISPLAY RATES

FOUR COLOR	1X	SPECIAL POSITIONS	1X
Spread	\$82,188	Page 2-3	\$92,703
Full Page	\$43,262	Cover 2	\$54,075
2/3 Page	\$35,475	Cover 3	\$47,767
1/2 Page	\$30,018	Cover 4	\$58,660
1/3 Page	\$24,798		
1/4 Page	\$21,275		

MARKETPLACE | TRAVELING FISHERMAN | BROKERAGE | TOURNAMENT

FOUR COLOR	1X	TWO COLOR	1X
Full Page	\$10,546	Full Page	\$8,559
2/3 Page	\$8,633	2/3 Page	\$7,009
1/2 Page	\$7,304	1/2 Page	\$5,944
1/3 Page	\$6,040	1/3 Page	\$4,921
1/4 Page	\$5,189	1/4 Page	\$4,217
1/6 Page	\$3,868	1/6 Page	\$3,150
1/12 Page	\$2,008	1/12 Page	\$1,630
1/24 Page	\$1,067	1/24 Page	\$859

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FREQUENCY

8x

RATES

EFFECTIVE

January 2024

AUDIENCE INFO

\$181,500
Avg HHI

\$1,200,000
Avg Net Worth

78% Are Boat Owners

Source: 2016 Audience Survey -
Conducted by BCI

Contact your Regional Director
or scott.salvors@firecrown.com
to advertise.

GENERAL DISPLAY RATES

FOUR COLOR	1X	SPECIAL POSITIONS	1X
Spread	\$102,733	Page 2-3	\$121,665
Full Page	\$54,075	Cover 2	\$67,606
2/3 Page	\$44,338	Cover 3	\$59,713
1/2 Page	\$37,525	Cover 4	\$73,335
1/3 Page	\$30,989		
1/4 Page	\$26,601		

MARKETPLACE | TRAVELING FISHERMAN | BROKERAGE | TOURNAMENT

FOUR COLOR	1X	TWO COLOR	1X
Full Page	\$10,546	Full Page	\$8,559
2/3 Page	\$8,633	2/3 Page	\$7,009
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\$181,500
Avg HHI

\$1,200,000
Avg Net Worth
78% Are Boat Owners

Source: 2016 Audience Survey -
Conducted by BCI

Contact your Regional Director
or scott.salvers@fircrown.com to
advertise.

PRINT ADVERTISING TERMS + CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Orange County, Florida shall be exclusive venue for resolution of any disputes hereunder.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
9. Creative work produced by Publisher remains the sole property of Publisher.
10. Until credit is approved, Advertisements are run on a prepaid basis only.

DIGITAL RATES

DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Above the Fold)	\$25CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 250 Medium Rectangle (Above the Fold)	\$30 CPM	Run of Site; Guaranteed Above the Fold Placement
300 x 600 Large Skyscraper (Static)	\$35 CPM	Run of Site
970 x 250 Leaderboard	\$55 CPM	Run of Site; Above and Below the Fold Placement
300 x 250 Medium Rectangle	\$25 CPM	Run of Site; Above and Below the Fold Placement
HIGH IMPACT UNITS	RATE	INFO
Native Video Ad (Outstream)	\$50 CPM	Appears Naturally Throughout Pages as User Moves Around Website
Video Pre-Roll	\$75 CPM	Video Ad Appearing Before Videos on Website
Pushdown Unit: 970 x 90	\$55 CPM	Appears Between Navigation Bar and Edit Content. Expands Down to 970 X 250
ROS Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Between Pages as User Moves Around Website
Homepage Interstitial: 640 x 480 (Static)	\$100 CPM	Appears Before User is Directed to Homepage
Homepage Takeover	\$1,000/week	Price is per Week. Includes Exclusive Sponsorship of All Homepage Ad Units
SPONSORSHIPS	RATE	INFO
Online Contest / Sweepstakes	\$17,250	30 Days - Includes: hosting, fulfillment and promotion (100,000 ROS banners, 1x custom email, 1x editorial eNewsletter inclusion, 1x sponsored social post, FB Ads and opt-in email database) Sponsor provides prize(s) 728 x 90, 300 x 250 and/or 320 x 50. Targeted to Specific Content or Demographics
Contextual Targeted Display Ads	\$35 CPM	
SOCIAL	RATE	INFO
Facebook/Instagram Carousel Ads	\$45 CPM	Use of multiple images/links within one ad; appear on user's feed from brand (targeting available)
Sponsored Facebook/Instagram Post	\$3,500	Post Appears on Brand's Timeline (Reach not guaranteed)
Facebook/Instagram Page Post Ads	\$30 CPM	Ads Appear in User's Facebook Feed from Brand (Targeting Available; Reach guaranteed)
Native Video Post	\$100 CPM	Sponsorship Incorporated Organically; 3rd Party Videos Not Permitted.
5-Day Instagram Takeover	\$8,000	Includes 5x Sponsored Instagram Posts (1 per day) + Stories Mon-Thurs
7-Day Instagram Takeover	\$11,200	Includes 7x Sponsored Instagram Posys (1 per day) + Stories Mon-Thurs
Instagram Story Ad	\$40 CPM	Ads running within Stories on brand's Instagram page
EMAIL	RATE	INFO
Custom Email	\$150 CPM	Your exclusive message. Price is Per Email (Targeting Available)
Editorial eNewsletter Display Ad	\$35 CPM	728 x 90 or 300 x 250. Price is Per Email
Editorial eNewsletter Sponsored Inclusion	\$50 CPM	Includes image, header and description; natural integration into eNewsletter
VIDEO	RATE	INFO
Video Launch Package	\$8,830	Your video hosted on saltwatersportsman.com plus promotion (1x eNews banner, Facebook Native Video Post and 25,000 ROS banners)

STANDARD GUIDELINES:

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- Google Ad manager is used to serve all Bonnier Corp Advertisements
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 150k
- Below is a list of the most commonly used third party vendors.

For a complete list of approved vendors please contact Bonnier. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click-throughs.

Approved Third Party Ad Tags

Atlas
Bluestreak
DoubleClick
Interpolls
Mediaplex

Approved Third Party Rich Media

Eyeblaster
EyeReturn
Eyewonder
Pointroll
Unicast

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs to be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

Expanding Ads

Most Common Sizes:

728 x 90
300 x 250

Expanded Dimension:

728 x 225

400 x 350; 300 x 600; 600 x 250

MOUSE OVER/MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse

AD UNIT GRID:

- Page Skin needs to be removed as this is no longer supported.
- Add Billboard 970x250
- Add Half Page 300x600
- Update all file types to gif, jpg, png, html5
- Update all file size to 150kb.

HTML5 AD UNITS

- HTML5 should be provided as a Zip bundle with all assets included in the zip folder.
- HTML5 creatives must be SSL compatible to serve to HTTPS sites
- Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: `<meta name="ad.size" content="width=[x],height=[y]">`
- HTML5 creatives can only have fixed dimensions (e.g., 300x250, 728x90, 320x50, etc.). Dynamic sizes such as "Fluid" aren't supported.
- We do not recommend hard-coded click through URLs in the asset because it prevents Google Ad Manager from tracking clicks. Below is an example of how the click tag should appear.

HTML5 Click Tag Example

- A click tag should be inserted in the <head> of an HTML document. See this example:

```
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
  var clickTag = "http://www.google.com";
</script>
</head>
```

- In the body of your HTML document, your creative must use the click tag variable as the click-through URL:

```
<a href="javascript:void(window.open(clickTag))">
  
</a>
```

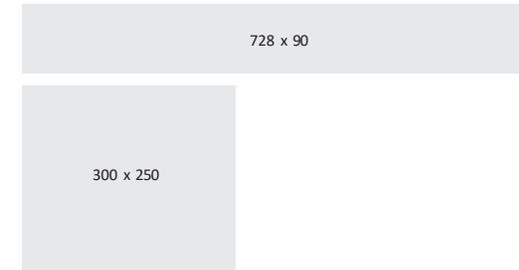
FLASH MX/ALL VERSIONS

A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
4. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

Button Code: on (release) {getURL (_level0.clickTag, "_blank");}

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728 x 90 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Medium Rectangle	300 x 250 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Pushdown Unit Condensed	970 x 90 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Pushdown Unit Expanded	970 x 250 Pixels	72 dpi, 40 kb max	gif, jpg, flash, html
Page Skin	1600 x 900 Pixels	72 dpi, 80 kb max	gif, jpg, flash, html
eNews Med Rectangle	300 x 250 Pixels	72 dpi, 40 kb max	gif, jpg
Custom eBlast	600 Pixels Wide	72 dpi, 30 kb max	html
Video Hosting	608 x 300 pixels	40 mb max	flv, avi, mov
Logo Sponsorship	150 x 40 Pixels	30 kb max	gif, jpg



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