



## WEB SITE ROS RATES AND SPECIFICATIONS

### Big Box (300 x 250, 336 x 280)

FCW.com	\$100 net CPM
GCN.com	\$100 net CPM
WashingtonTechnology.com	\$100 net CPM



### Half Page (300 x 600, 336 x 600, 336 x 850)

FCW.com	\$165 net CPM
GCN.com	\$165 net CPM
WashingtonTechnology.com	\$165 net CPM



### Leaderboard (728 x 90)

FCW.com	\$90 net CPM
GCN.com	\$90 net CPM
WashingtonTechnology.com	\$90 net CPM



### Skyscraper (160 x 600)

FCW.com	\$75 net CPM
GCN.com	\$75 net CPM
WashingtonTechnology.com	\$75 net CPM



### Dog Ear Unit

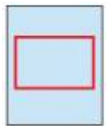
FCW.com	\$230 net CPM
GCN.com	\$230 net CPM
WashingtonTechnology.com	\$230 net CPM

Landing page URL; ad created based on URL



### Interstitial (640 x 480)

ROS	\$250 net CPM
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### DefenseSystems.com

- Sole sponsorship: \$26,000 net/month (all placements included with packages 1-4)
- Package 1: \$6,500 net/month (728 x 90 top leaderboard ad and 160 x 600 left skyscraper ad)
- Package 2: \$6,500 net/month (336 x 60 top right logo placement and 336 x 850 right super half page)
- Package 3: \$6,500 net/month (336 x 280 right boom box and 728 x 90 bottom leaderboard)
- Package 4: \$6,500 net/month (640 x 480 interstitial ROS)

### Ticker Offerings

#### Homepage

FCW.com	\$3,000 per week
GCN.com	\$2,500 per week
WashingtonTechnology.com	\$2,000 per week

#### ROS

FCW.com	\$95 net CPM
GCN.com	\$95 net CPM
WashingtonTechnology.com	\$95 net CPM



10% premium on expandable units. Must be user initiated. Box ads can only expand left; leaderboards down. In the event that the 1105 Government Information Group's ad server measurements are higher than those produced by the Agency's 3rd Party Ad Server by more than 10% over the invoice period, the Agency will pay 1105 Government Information Group based on Agency 3rd party Ad Server reported data, plus a 10% upward adjustment to delivery, not exceeding the original contracted amount.

**Acceptable Files** (maximum 30K file size)

**GIF or JPG files** (includes animated GIF files)

**Rich media files**

**Flash Files**

When submitting flash files, be sure to implement the following click tag variable in place of the click URL:

```
on (release) {
  getURL(clickTAG, "_blank");
}
```

A standard GIF or JPG ad must accompany any rich media ad submitted for when a user does not accept rich media ads).

**Third-party ad serving**

We accept third-party ad-serving, but impressions are counted and invoices are issued based on 1105 Government Information Group's ad serving system, Accipiter AdManager. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, submit a test ad for any third-party ad shown or not shown on the list below.

When submitting third-party tags please send both Javascript and I-frame tags and Online Production will implement the correct set of tags for the sponsored site.

- |              |              |             |
|--------------|--------------|-------------|
| • Atlas DMT  | • Eyeblander | • Real      |
| • Bluestreak | • Flash      | • Shoskeles |
| • DART MOTIF | • KlipMart   |             |
| • DHTM       | • Mediaplex  |             |
| • Enliven    | • PontRoll   |             |

**Click-through URL** - Advertisers are responsible for maintaining a working URL. Click-through rates are not guaranteed.

**Placement** - Banners are run-of-site. Targeted ads are subject to availability. Contact your media consultant for more information.

**All creative is due 5 business days prior to launch.**

Please submit materials to:  
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 Online Production Manager  
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