

GOVERNING.COM

AD UNIT	SIZE (pixels)	CPM (net/ROS)
Brand block	All ad positions on the home page, including a half page	\$4,500 per week
Half page	300 x 600 (only available with brand block)	n/a
Medium rectangle ¹	300 x 250	\$120
Skyscraper	160 x 600 (targeted on news pages)	\$100
Leaderboard (above the fold) ²	728 x 90	\$100
Leaderboard (below the fold) ³	728 x 90	\$50
Interstitials	640 x 480	\$150
Site Blocks	All ads, all sizes, all pages (excluding sponsored pages)	\$7,000 per day

E-MAIL NEWSLETTERS

DAILY	AD UNITS	RATE (net/each)
Exclusive sponsor	Leaderboard, medium rectangle and text placements	\$4,000
Leaderboard sponsor ¹	728 x 90	\$3,000
Medium rectangle sponsor ²	300 x 250	\$3,000
Text-only sponsor ³	50 words of promol copy, small logo and linking URL	\$2,000
VERTICALS	AD UNITS	RATE (net/each)
Exclusive sponsor	Leaderboard, medium rectangle and text placements	\$6,000
Leaderboard sponsor ¹	728 x 90	\$4,000
Medium rectangle sponsor ²	300 x 250	\$4,000
Text-only sponsor ³	50 words of promol copy, small logo and linking URL	\$3,000



ONLINE ADVERTISING SPECIFICATIONS

- We accept GIF, JPEG, Flash/rich media and third party served ads for GOVERNING.com. Flash/rich media files are not accepted for e-mail newsletter placements.
- All files have a 40K file size limit.
- Animations are accepted with a maximum looping restriction of 5X and must meet the maximum file size restriction. Interstitials should play for 15-20 seconds without looping.
- Creative with a white background must have a minimum 1-pixel border to differentiate the ad from editorial content. GOVERNING will give 24-hours notice prior to pausing a campaign if this spec is not met.
- Ads cannot expand from their allotted space.
- Any sound must be user-initiated, defined as a click and not a mouse over or roll-over, and clearly labeled with "Play" and "Stop" controls.
- If Flash/rich media file is provided, advertiser must supply a back-up animated GIF file.
- Advertisers with Flash files need to provide the following click tag so that clicks can be tracked in DART:

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

Please note that clickTAG is case sensitive

**ALL CREATIVE IS DUE
5 BUSINESS DAYS PRIOR TO
CAMPAIGN LAUNCH**

Please submit materials to:

Whit Walker
Online Production Manager
(202) 862-1456
wwalker@governing.com

For more information about advertising/sponsorships in GOVERNING's market-leading online products, contact your account director or Fred Kuhn, Associate Publisher, (202) 862-1455 or fkuhn@governing.com.

WEST

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