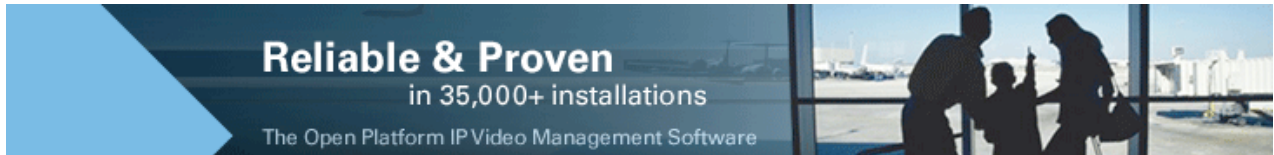


Advertising Formats

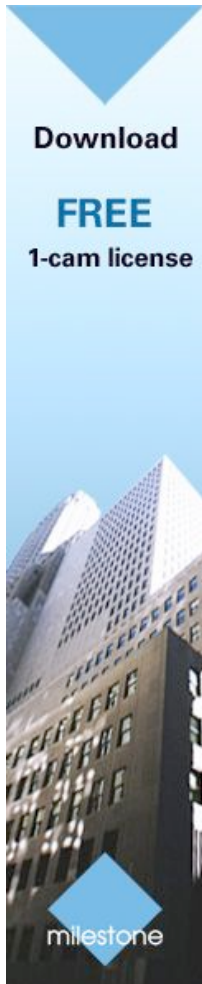
November 2008

Headline Banners



- Format: JPG, GIF, Animated GIF or Adobe Flash (SWF)
Size: 728 x 90 pixels
Locations: Homepage, All Unsold Pages, Per Zone, Per News Category, Per Company
Rotational: Yes, for all locations
Required: Destination URL (Note flash limitation notes at the end of this document)

Skyscraper Banners



- Format: JPG, GIF, Animated GIF or Adobe Flash (SWF)
Size: 120 x 600 pixels
Locations: All Unsold Pages, Per Zone, Per News Category, Per Company
Rotational: Yes, for all locations
Required: Destination URL (Note flash limitation notes at document end)

Sponsor Logos



- Format: JPG, GIF, Animated GIF or Adobe Flash (SWF)
Size: 150 x 50 pixels
Locations: Homepage
Rotational: n/a
Required: n/a (sponsor logos redirect to company page on site)

In-Page Video



- Format: Windows Media (WMV) or Adobe Flash (SWF)
Size: 300 x 225 pixels or 320 x 240 pixels
Locations: Company Pages, Company News Stories
Rotational: Yes, but not advised
Required: n/a (not designed for redirect to any url, but possible with Adobe Flash SWF)

Click-through limitation notes on Adobe Flash (SWF)

Flash banners and video are prepared with an embedded URL by the author resulting in the ability for the site in question to intercept a visitor click and record statistics. Should an advertiser wish to use Adobe Flash SWF and track click-throughs, a link will need to be provided to the author by CIP before the banner or video is produced.