

THE SHARED RESOURCE  
FOR CREATIVE DESIGN

2010



## the network websites

# reach the largest online creative community

- ▶ YOUR MESSAGE WILL BE SEEN BY OVER 2.4 MILLION CREATIVE PROFESSIONALS ON THE GRAPHICS.COM NETWORK
- ▶ THIS THRIVING COMMUNITY USES THE GRAPHICS.COM NETWORK TO FOLLOW TRENDS AND FIND RESOURCES, SOLUTIONS AND OPPORTUNITIES
- ▶ 8 WEBSITES DELIVER MORE THAN 46 MILLION PAGE VIEWS PER MONTH
- ▶ 2 NEWSLETTERS DELIVER A WEEKLY CIRCULATION OF ALMOST 195,000



- ▶ 610,600 PAGE VIEWS PER MONTH
- ▶ 77,000 UNIQUE VISITORS

### www.graphics.com

graphics.com publishes tips, tricks and news for creative professionals in an online community where users contribute by participating in monthly contests, engaging each other in the vibrant discussion forums, submitting or downloading software and freeware from the download area and more.



- ▶ 407,643 PAGE VIEWS PER MONTH
- ▶ 31,700 UNIQUE VISITORS

### www.graphicdesignforum.com

GraphicDesignForum.com is an online community where professional graphic designers exchange ideas in discussion forums, read blogs written by community leaders and find articles with timely information on the day-to-day aspects of their profession.



- ▶ 3,460 PAGE VIEWS PER MONTH
- ▶ 705 UNIQUE VISITORS

### www.liquidtreat.com

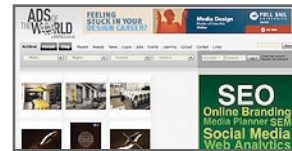
LiquidTreat.com is the site accompanying our popular LiquidTreat newsletters, where creatives can view archived newsletters, submit information for upcoming treats and 'treat a friend' by forwarding articles and information directly from the site.



- ▶ 580,621 PAGE VIEWS PER MONTH
- ▶ 291,812 UNIQUE VISITORS

### www.creativebits.org

Creativebits.org is a professional blog and community site for graphic designers working on Mac OS X. It's objective is to provide graphic designers a professional forum where they can share tips and tricks, follow up on industry events and ask for help and critique from fellow members.



- ▶ 18,807,550 PAGE VIEWS PER MONTH
- ▶ 560,968 UNIQUE VISITORS

### www.adsoftheworld.com

Ads of the World is an advertising archive and community showcasing the best and most interesting work worldwide. The site is packed full of inspiration for Creatives and offers multiple forums where they can discuss advertising-related subjects, seek advice and critique each other's work.



- ▶ 30,010,000 PAGE VIEWS PER MONTH
- ▶ 1,300,050 UNIQUE VISITORS

### www.brandsoftheworld.com

Brands of the World is the most comprehensive resource and most visited web site for vector copies of famous logos from all over the world. Brands of the World is also a great place for designers to upload their own logo designs with their professional details to showcase their work and get exposure.



- ▶ 65,600 PAGE VIEWS PER MONTH
- ▶ 11,234 unique visitors

### www.dynamicgraphics.com

Dynamicgraphics.com provides online articles on popular design topics, plus valuable how-tos in all areas of design, including materials and software.



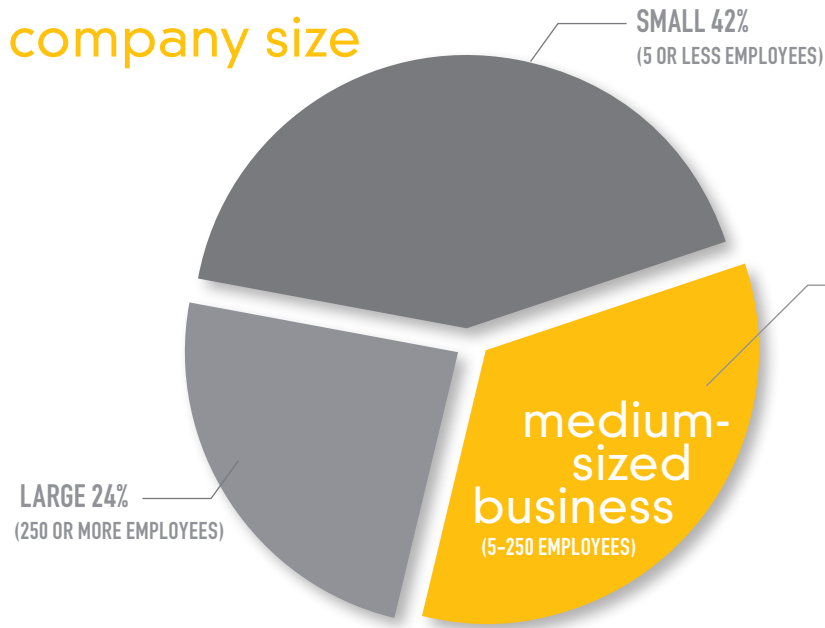
- ▶ 85,800 PAGE VIEWS PER MONTH
- ▶ 8,400 UNIQUE VISITORS

### www.stepinsidedesign.com

With a loyal following of corporate/in-house designers, the STEP website provides access to its original articles and content, contests, annual "best of" lists, special offers on design products and much more.



## company size



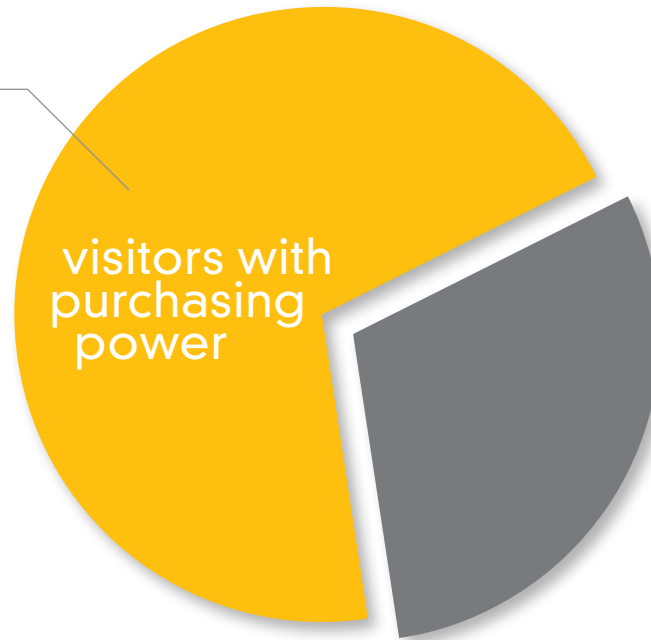
34%



61% WORK IN THE \*  
( MEDIA/ADVERTISING/DESIGN/PUBLISHING INDUSTRIES )

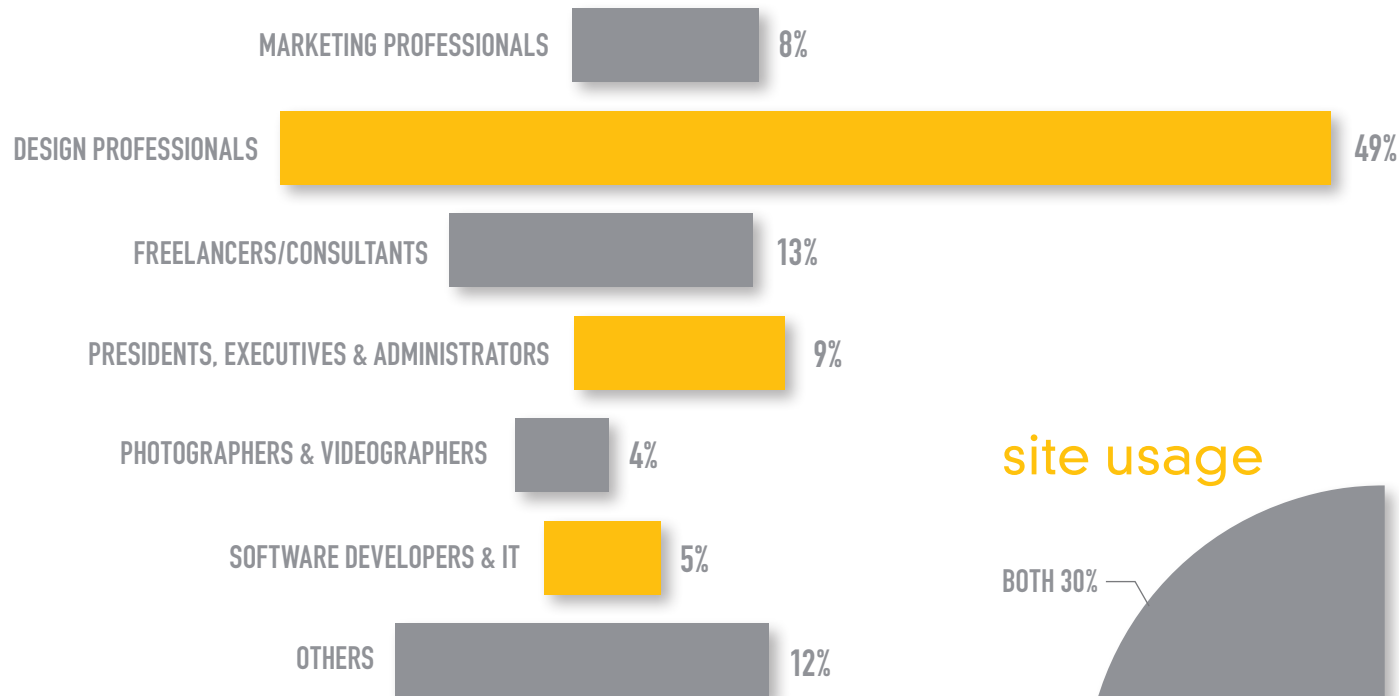
70%

OF VISITORS ARE DECISION  
MAKERS WHO SPECIFY AND  
APPROVE PURCHASES OF GRAPHIC  
PRODUCTS & SERVICES



## job positions

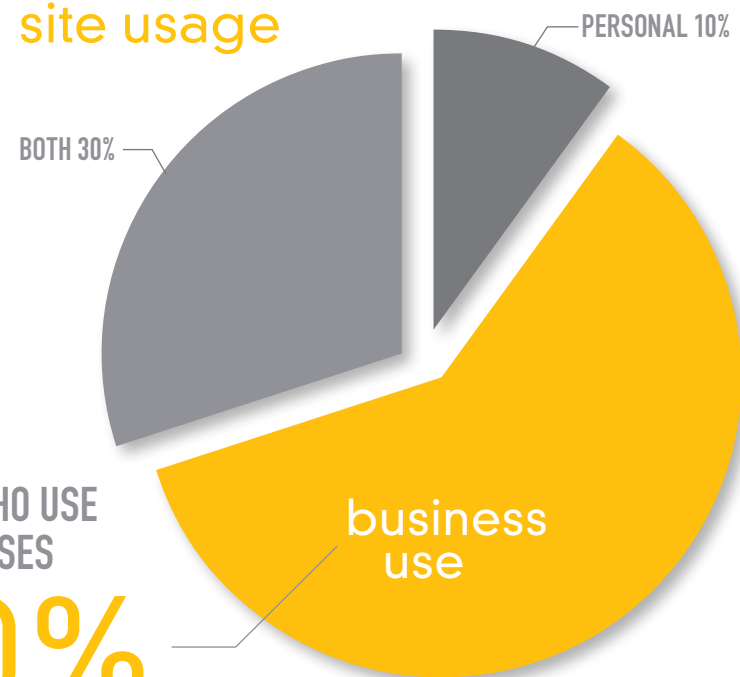
49% ARE GRAPHIC DESIGNERS,  
WEB DESIGNERS, GRAPHICS MANAGERS  
AND ART DIRECTORS \*



## site usage

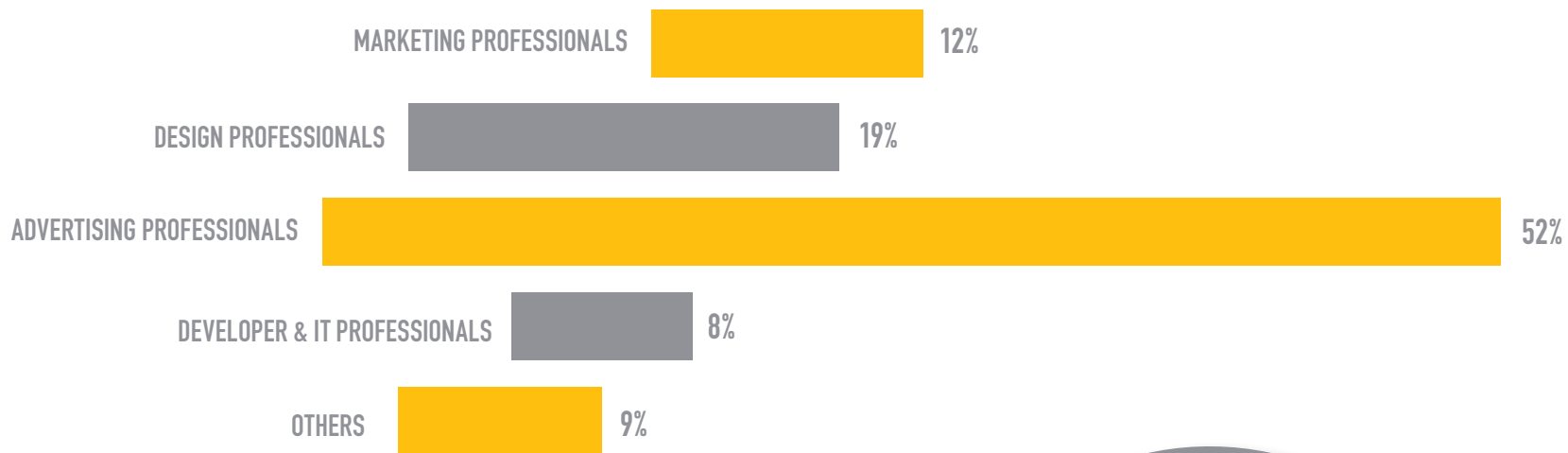
PERCENTAGE OF VISITORS WHO USE  
THE SITE FOR BUSINESS PURPOSES

60%

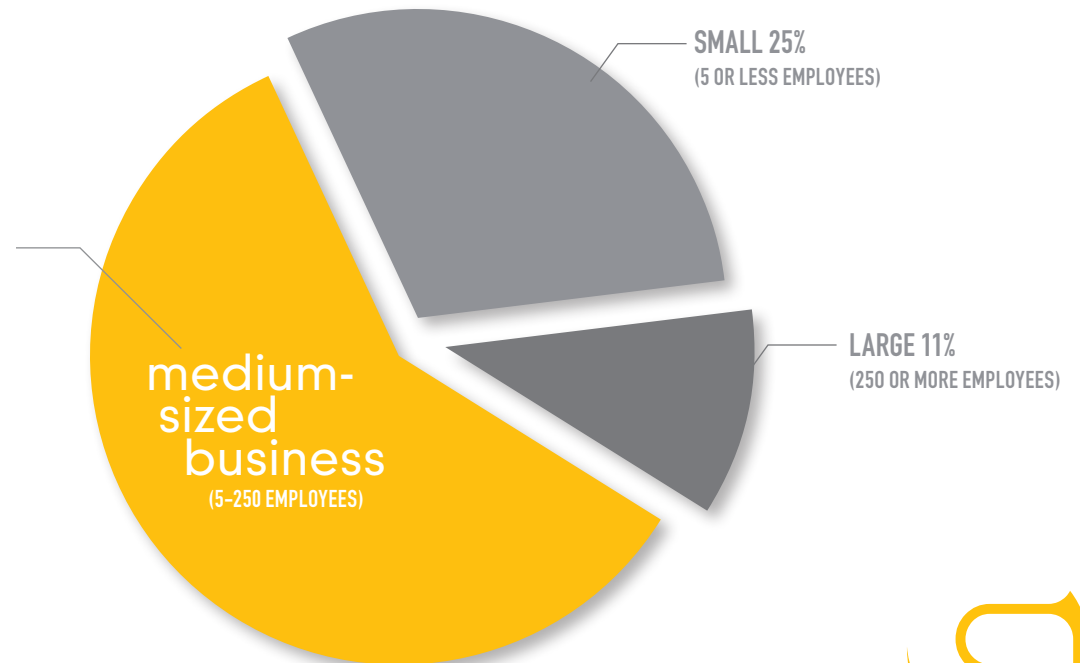


## job titles

83% WORK IN THE \*  
MEDIA/ADVERTISING/DESIGN/PUBLISHING  
INDUSTRIES



company size **59%**

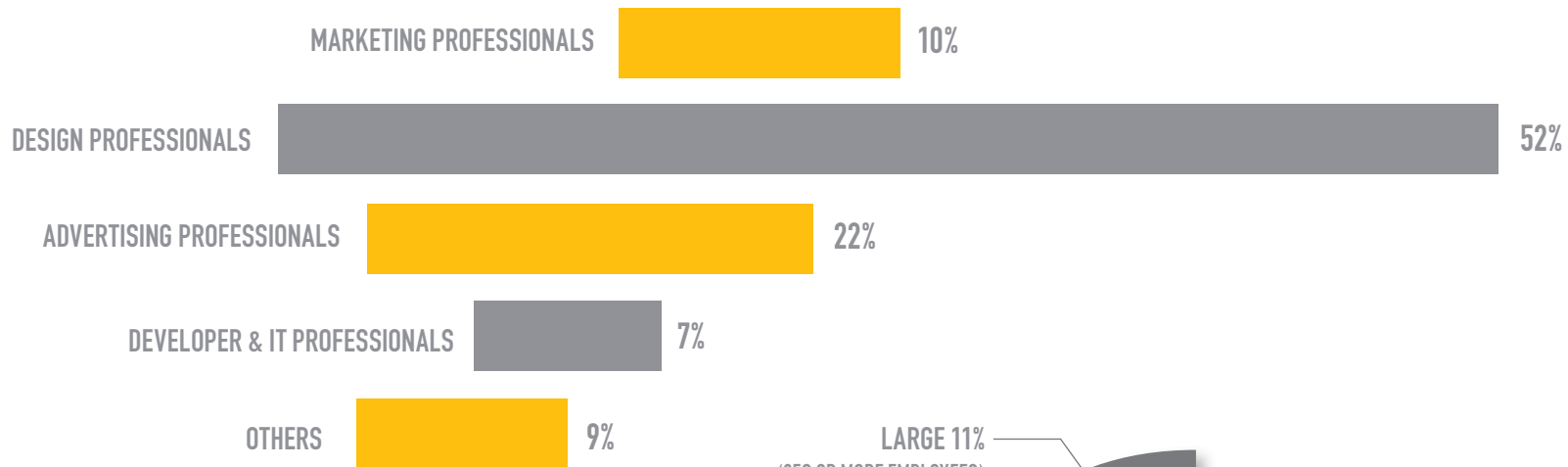


50% OF VISITORS USE THE SITE \*  
FOR BOTH BUSINESS AND PERSONAL USE



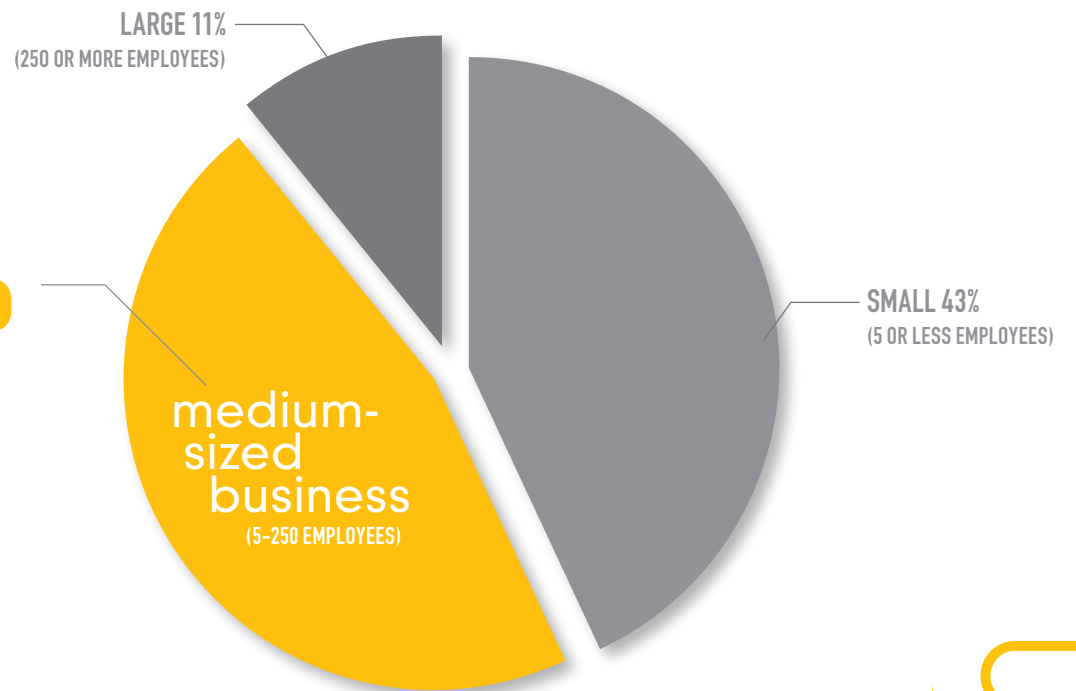
job titles

79% WORK IN THE \*  
( MEDIA/ADVERTISING/DESIGN/PUBLISHING )  
INDUSTRIES



company size

46%



40% OF VISITORS USE THE SITE \*  
( STRICTLY FOR BUSINESS – 35% FOR BOTH )  
BUSINESS AND PERSONAL USE



1.5 MILLION PAGE VIEWS PER MONTH AND 550 UNIQUES PER DAY \*

## leaderboard

LEADERBOARD ADS DELIVER ABOVE THE FOLD EXPOSURE.

## leaderboard dimensions

- ▶ MAXIMUM 750 X 100 PIXELS
- ▶ MAXIMUM FILE SIZE: 40K



## skyscraper

SKYSCRAPER ADS MAKE A DRAMATIC STATEMENT ALONGSIDE KEY EDITORIAL CONTENT.

## skyscraper dimensions

- ▶ MAXIMUM 125 X 800 PIXELS
- ▶ MAXIMUM FILE SIZE: 40K

## 125 square

125 SQUARE ADS PROVIDE THE MOST COST EFFECTIVE ADVERTISING OPTION

## 125 square dimensions

- ▶ MAXIMUM 125 X 125 PIXELS
- ▶ MAXIMUM FILE SIZE: 30K

COMBINED NETWORK DELIVERS \*  
46,000,000 PAGE VIEWS PER MONTH



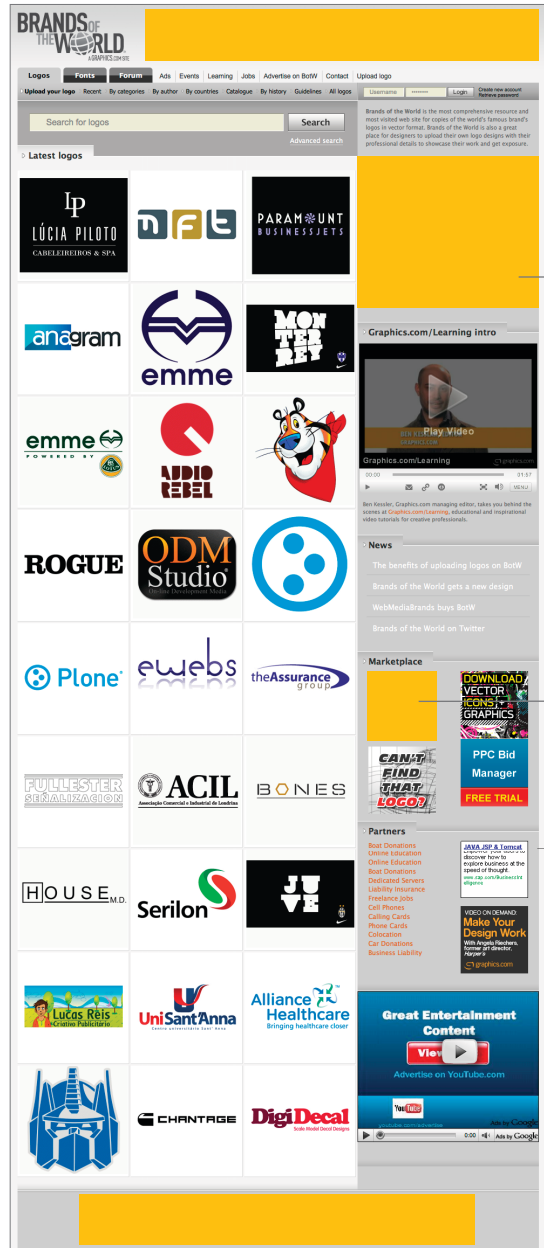
# advertising positions: ads of the world/brands of the world

## leaderboard & footer

LEADERBOARD ADS DELIVER ABOVE THE FOLD EXPOSURE.

## leaderboard/footer dimensions

- ▶ MAXIMUM 750 X 100 PIXELS
- ▶ MAXIMUM FILE SIZE: 40K



## large rectangle

LARGE RECTANGLE STATIC AND VIDEO ADS MAKE A DRAMATIC STATEMENT ALONGSIDE KEY EDITORIAL CONTENT.

## large rectangle dimensions

- ▶ MAXIMUM 336 X 280 PIXELS
- ▶ MAXIMUM FILE SIZE: 40K
- ▶ MAXIMUM VIDEO FILE SIZE: 40K

## 125 square

125 SQUARE ADS PROVIDE THE MOST COST EFFECTIVE ADVERTISING OPTION.

## 125 square dimensions

- ▶ MAXIMUM 125 X 125 PIXELS
- ▶ MAXIMUM FILE SIZE: 30K





advertising: e-newsletters

# graphics.com newsletter

A NEWS DIGEST THAT SUMMARIZES NEW MATERIAL POSTED ON THE SITE AND REACHES OUT TO ENCOURAGE MEMBERS TO RETURN.

- ▶ CIRCULATION – 90,500
- ▶ FREQUENCY – WEEKLY (MONDAY)
- ▶ FORMAT – HTML



# liquid treat

A BRIEF, SASSY E-NEWSLETTER FEATURING A VARIETY OF UNIQUE DESIGN-RELATED TOPICS OR “TREATS” GEARED TO CREATIVE PROFESSIONALS.

- ▶ CIRCULATION – 104,000
- ▶ FREQUENCY – WEEKLY (FRIDAY)
- ▶ FORMAT – HTML



graphics.com  
MEDIA KIT 2010



ADOBE FLASH PLATFORM

GET THE DOWNLOAD ON THE NEW BETAS.

Adobe Flash Platform: New beta releases now available.

As a PHP developer, you'll be interested to know that recently Adobe released software that can help you easily build user interfaces in Adobe® Flash® software that connect to PHP applications:

- Adobe Flash Builder 4, the next version of Flex® Builder™ software, providing a new, easier-to-use approach to rapidly creating rich Internet applications.
- Adobe Flex 4 framework, the next version of the free, open source framework for building expressive web applications.

You can now add a rich user interface to PHP applications, using a simplified development approach. Flash Builder™ 4 software lets you introspect your PHP classes and bind methods to components in your applications, such as interactive charts, graphs, data grids, and more. If you need help creating your PHP classes, you can even let Flash Builder generate sample code for you.

Join us at Adobe MAX 2009, October 4-7 in Los Angeles, California, and learn more about Flash Builder 4 or Flash Catalyst™ software.

Register Now >>

DISCOVER NEW WAYS TO BRING YOUR PHP APPS TO LIFE.

Take a look at the new Flash Builder 4 (formerly Flex Builder) and explore new ways to bring your work to life.

Download the Beta >>

Don't miss our complementary seminar on Flash Builder for PHP.

Register Now >>

\* EXAMPLE OF THIRD PARTY OFFER SENT TO GRAPHICS.COM E-MAIL LISTS

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## opt in email lists

SEND OFFERS DIRECTLY TO YOUR POTENTIAL CUSTOMERS WITH GRAPHICS.COM'S E-MAIL LISTS:

Our lists provide access to more than 1,000,000 unique subscribers who've said that they want to receive information and commercial offers relevant to their job functions and positions.

**UNIQUE TARGETING CAPABILITIES:** Subscribers have requested to be List members in more than 100 marketing/design/creative specific categories and job functions. This method of targeting is unrivaled in its specificity and ensures that sponsors' messages will receive a welcome reception.

**SUBSTANTIAL AND FLEXIBLE MESSAGE:** The content and form is completely in the control of the sponsor. Messages can be text or HTML and the length of the message is flexible (individual lines of text including URLs cannot exceed 60 characters, however).

**DOUBLE OPT-IN SUBSCRIPTION PROCESS (CONFORMS TO ALL ANTI-SPAM PRACTICES):** All graphics.com E-mail Lists feature a double opt-in subscription process. All subscribers have requested to join the Lists by entering their e-mail address into a Web-based form, and then confirm their intent to subscribe by responding to an e-mail confirmation. Only when an individual completes both of these steps are they added to the distribution list. This ensures that subscribers' privacy is protected and that your message will be received.



## advertising information

## ad specifications

### interactive ads

All interactive ads must be initiated by a user's action. The user must either mouse over or click on the ad before the ad can play video, play sound, display drop down menu or any other interaction.

### third party ad serving

Graphics.com has tested and will accept third party ads from AdForce, AdKnowledge, Bluestreak, Double-Click, Enliven, MatchLogic, Mediaplex, Real Media, Pointroll and Eyeblander.

Any new third party ad-serving technology will require a 5-business day testing period. In order to count clicks on third party rich media creatives, the third party ad server must set up the click function prior to sending the ad tags.

### targeting

Graphics.com can target by country, top level domain, US geographical regions and browser type. Targeting by top level domain, US geographical region and browser type can only be sold by impression goal with no guaranteed date range.

### testing

Graphics.com requires 3 business days for testing rich media and 5 business days for testing of new technology banners.

### reporting

Detailed campaign performance reports are available online. Your representative will provide you with a login and password for each campaign.

### submission instructions

Submit banner creative to:  
creative@webmediabrands.com

**INCLUDE LIVE LINKING URL AND ALT TEXT.**  
(ALT TEXT MAY NOT EXCEED 55 CHARACTERS INCLUDING SPACES)

We require 2 business days for implementation of campaigns and creative refreshes.

### creative limits

Graphics.com has a maximum of 3 banners or unique URLs per placement.

### creative modifications

When necessary, Graphics.com may make the following modifications to creative:

- ▶ CHANGE THE NAME OF THE FILE.
- ▶ ADD A RE-DIRECT TO OUR SERVERS TO THE CLICK-THRU URL SO THAT OUR AD SERVER CAN COUNT CLICKS.
- ▶ ADD A COMMAND TO OPEN A NEW BROWSER WINDOW WHEN USERS CLICK.
- ▶ ADD A 1X1 PIXEL TO ALL HTML BANNERS TO ALLOW OUR AD SERVER TO COUNT IMPRESSIONS.

### counting impressions & clicks, spider filtering

Graphics.com counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the 'redirect' to the socket. We employ aggressive spider filtering detection methods for both impressions and clicks.

## E-NEWSLETTER BANNERS \*

THE ABOVE SPECIFICATIONS APPLY TO ALL BANNERS ON THE LIQUID TREAT AND GRAPHICS.COM E-NEWSLETTERS. HOWEVER, E-NEWSLETTER BANNERS MAY ONLY BE ANIMATED OR STATIC. NO FLASH CAN BE ACCEPTED.





## ANTHONY CAPALBO

AD DIRECTOR, ASSOCIATE PUBLISHER  
GRAPHICS.COM

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acapalbo@graphics.com

Anthony Capalbo has been in online advertising sales with WebMediaBrands for almost 10 years. A few months ago, he jumped over from the IT and Developer Network to oversee the Graphics.com. Anthony has always excelled at managing many different client relationships at once, while still taking the time to listen to and handle each one differently. When he's not working with clients, he's coaching one of his son's teams or playing some kind of sport himself. He lives in Fairfield, CT with his wife, two boys, two dogs, and as the boys would say, "two frogs" as well.





**MARILYN REED**

SALES MANAGER, ASSOCIATE PUBLISHER  
THE GRAPHICS.COM NETWORK

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mreed@graphics.com

Marilyn has been with WebMediaBrands and its predecessors for over 25 years. Her duties have included conference organization, marketing, and even a little graphic design. However, her main focus has always been sales including booth space, print ads, and online media. Marilyn believes strongly in relationship selling and implements that when helping clients determine their best marketing strategy with the Graphics.com network. Outside of work, she spends time bowling, gardening, working on church committees, and helping with Habitat for Humanity. Most important to her is family, which includes her two grown daughters and two wonderful grandchildren.

