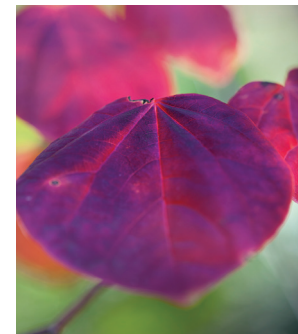


Online Rate Card

Ad Unit	Size	Rate
Run of Site (ROS)	300 x 250, 728 x 90	\$10 CPM
Share of Voice Button Online	300 x 100	\$500/month
Homepage Roadblock	728 x 90, 300 x 250	\$18 CPM
Taunton Audience Platform	728 x 90, 300 x 250	\$12 CPM
Pre-Roll		\$30 CPM
Site Skin		\$2,700 FLAT rate
Interstitial	640 x 480	\$50 CPM
Film Strip	300 x 600	\$15 CPM
Portrait	300 x 1050	\$16 CPM
Inboard		\$20 CPM
Inread		\$20 CPM
Billboard	970 x 250	\$16 CPM
<i>Fine Gardening</i> eLetter MREC Ad Unit & Content Package	content spot	\$1,300 FLAT rate
Share of Voice MREC eLetter	300 x 250	\$500/month



Run of Site Specs

Ad Unit	Dimensions
MREC	300 x 250
MREC Expansion	300 x 250 (max 504 x 250)
Half Page	300 x 600
Leaderboard	728 x 90
Leaderboard Expansion	728 x 90 (max 728 x 225)
SOV Button Ad	300 x 100
Homepage Roadblock Sponsorship	728 x 90 and 300 x 250
Mobile Sponsorship	320 x 50
Taunton Audience Platform (TAP)	728 x 90 and 300 x 250

File format: .jpg, gif/HTML5 (3rd party only)

Max file size: 40k at 72 dpi/HTML5 - 200k

Animation loops: 15 seconds at 3 loops max with CTA in final frame

Run of Site Specs and Expansion Units:

Accepts third party banners and Site Serve Banners.

eLetter Specs

Ad Unit	Dimensions
MREC eLetter	300 x 250
Sponsored eLetter	300 x 250

File format: .jpg, .gif

eLetter Specs: Site Serve Banners only.

Max file size: 40k at 72 dpi

Rich Media Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Pre-Roll	High resolution at 1080p (1920 x 1080). 16 x 9 aspect ratio	MP4	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes
Site Skin	1280 x 800 at 60kb each side. Elements must fit within 145 x 800. Site content is 990px.	.jpg, .png, .gif	100k at 72dpi	No	Yes
Interstitial	640 x 480	.jpg, .gif, HTML5	10 seconds with 24 frames per second max	Yes	Yes

TP: Third Party Banners
 SS: Site Serve Banners
 FILE FORMAT: .jpg, .html5 (third party only)
 MAX FILE SIZE: 200k for html5
 ANIMATION LOOPS: 15 seconds at 3 loops max with CTA in final frame
 RUN OF SITE SPECS AND EXPANSION UNITS: Accepts third-party banners and site-served banners

Rising Star Units

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Bill Board	970 x 250	.jpg, .gif, HTML5	60 at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No
Portrait	300 x 1050	.jpg, .gif, HTML5	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No
Push Down	970 x 90	.jpg, .gif, HTML5	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No
Film Strip	300 x 600	.jpg, .gif, HTML5	60k at 72dpi with 24 frames per second	Yes	No

TP: Third Party Banners
 SS: Site Serve Banners
 PLEASE NOTE: We accept html5 for all ad unit sizes. Max file size is 200k. Third-party served only.

Visit Interactive Advertiser Bureau (IAB) website at www.iab.com for more detailed specs.