

## What's New

RichmondMagazine.com gives every advertiser a targeted format to reach your desired audience. With a choice of nine departments, plus our front page, you can be sure your viewers meet the demographics you need to reach:

### FRONT PAGE

Reach our visitors by greeting them at the door. RichmondMagazine.com's home page includes links to feature stories and service packages, such as "Best & Worst" and "Top Docs," Web-only content that's added daily, and multimedia experiences. Plus, our seven-days-out calendar.

### FEATURES & NEWS

Richmond magazine delivers stories, profiles and investigative pieces covering area politics, business, Richmond's vibrant history and culture. Plus, visitors can search our archives for Q&As and past installments of Harry Kollatz Jr.'s popular local-history column, Flashback.

### DINE

Richmond Magazine has been a proven leader in bringing the most comprehensive dining coverage to our reader, and we've extended the experience online. RichmondMagazine.com features a searchable restaurant database of more than 600 dining establishments, including descriptions, "map it" links, phone numbers, nonsmoking and outdoor-dining designations, and even reader and editor's recommendations. Plus, find links to Richmond Magazine favorites like "50 Food Finds" and "Best New Restaurants," restaurant reviews and a recipe box filled with local chefs' favorite dishes.

### HEALTH

The region relies on our "Top Docs" service package, which polls Richmond's doctors to find out who's the best in the region. Locate your recommended doc, plus learn about area medical breakthroughs, health and fitness topics, and more.

### R•HOME

This bimonthly home and garden publication brings its beauty and depth to the Web, with slide shows of local manses and cottages, Q&As with area experts, and the most complete "Where-to-Find-It" search around,



helping you locate everything from interior designers and fabric stores to contractors and custom lighting.

### REAL ESTATE

Online viewers will be able to navigate through a map of all area zones in the region, highlighting neighborhoods, landmarks and notable characteristics for each. Plus, they'll find valuable tips and articles for homebuyers, owners and sellers.

### SHOPPING

This department will feature a regularly updated blog, articles and slideshows – all designed to bring the reader the latest in local fashions, tips on trends, and where to find the hottest styles in Richmond. Also, a searchable shopping guide planned for 2009 will be the most comprehensive database in the region.

### TRAVEL

Visitors can find articles on dozens of Virginia destinations, from the Northern Neck to the foothills of the Appalachian Mountains. Plus, readers will be able to enjoy our annual travel packages such as Fall Getaways and Spring Travel.

### A&E

The editors of Richmond Magazine pick what's hot, from theater and arts to concerts and comedy. Plus, visitors can get a complete list of happenings with the searchable A&E calendar.

### FAMILY

RichmondMagazine.com brings our online readers annual schools guides and education sections; mother-daughter restaurant reviews of local family-friendly eateries; articles on the topics parents want to read about, from children's health issues to the SATs; and much more.

## Advertising Specs

### ACCEPTED FILE FORMATS

JPEG, GIF and SWF

Please indicate the URL for linking your ad.  
Flash ads require a backup .gif of the ad.

### MAX FILE SIZE

40KB (under 30KB recommended)

### RESOLUTION

72 dpi

### DOUBLE CLICK BANNER ADS

Top layer (or clickable item) needs the following script:

```
on (release) {
    getURL(_level0.clickTag, "_blank");
}
```

### ANIMATION

- Animation may loop three times, 15 seconds max for standard ad units.
- Flash files should be created with Action Script 2.0 using Flash 8.
- Frame rate should be under 20 frames per second (18 recommended).

### OTHER GUIDELINES

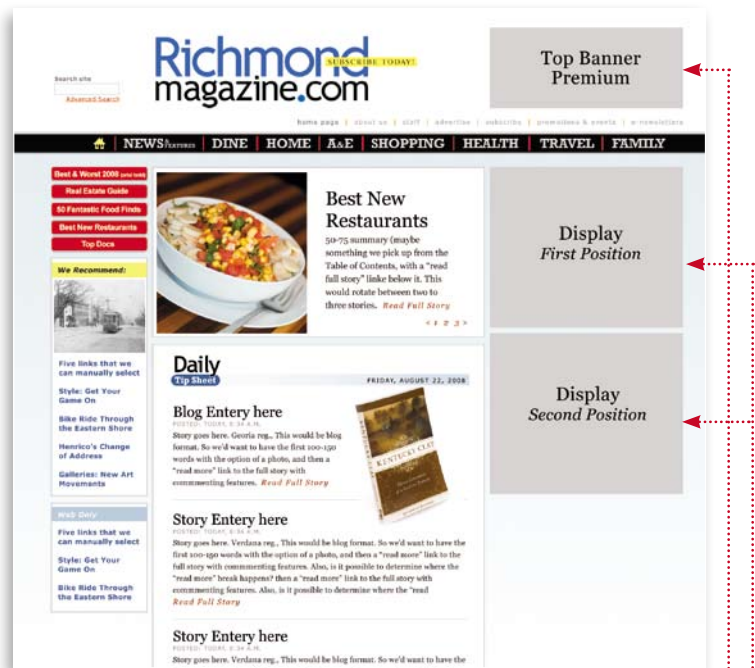
All ads and links must be submitted for testing and approval at least five business days prior to the campaign start date.

Ads may not be designed to blend in with the site or mimic editorial fonts or colors.

Ads may not include fake form elements or other graphic symbols that represent non-existent functionality.

Richmond Magazine reserves the right to decline, discontinue or limit the use of an ad deemed detrimental to the user experience, based on content and/or technical issues.

*Specifications are subject to change*



### SIZES

Display ad type	Size (pixels)
Top banner premium	300 x 125
Display, first and second positions	300 x 250
Half-page ad	300 x 600