

INTRODUCING THE NEW...

HISTORYnet.com

Clean,
uncluttered layout
gives your ads
more prominence

Custom
advertiser
sections increase
your exposure

The screenshot shows the HISTORYnet.com website layout. At the top, there's a navigation bar with links for 'IN PRINT', 'SUBSCRIPTIONS', 'SHOP HISTORY', 'PARTNERS', 'FORUMS', and a search bar. The main content area features a 'Main Feature' section with a profile of Stephen Petranek, editor in chief of Weider History Group, and a book review for 'The Tower at Petite Vigne' by Rob Stone. Below this is a 'History Net - Live The History' section with 'WEB ONLY EXCLUSIVES' and a 'Live The HISTORY Daily Quiz' about the 1967 crash of the Apollo 13 command module. The date 'OCT 24' is visible in the bottom right corner of the screenshot.

Web-exclusive
content drives
new traffic—and
new sponsorship
opportunities

Changing daily
features
constantly bring
new traffic to the
site...and to your
ads

The online destination for more than
600,000 history enthusiasts.

ADVERTISING OPPORTUNITIES

HERITAGE & HISTORY AUCTIONS

If you're looking for historical sites to visit, upcoming events and places with historical tours, make this your first stop. Heritage Travel is a wonderful way to enrich your experience of history...check out these terrific destinations.

www.antebellum.com

2012 Book & DVD Guide

The perfect gifts for every history lover. CLICK ON ANY IMAGE TO ORDER.

MORE THAN SCUTTLEBUTT UNBROKEN BORDERS THE ROOSEVELT GAMBIT

2012 HERITAGE TRAVEL DIRECTORY

If you're looking for historical sites to visit, upcoming events and places with historical tours, make this your first stop. Heritage Travel is a wonderful way to enrich your experience of history...check out these terrific destinations.

www.antebellum.com

LIVE THE HISTORY DIGITAL DIGEST

Don't Just Read History—Live it!

FREE Digital Digest: Published by the Weider History Group

NOVEMBER 2011

Welcome to WHG: *Live The History Digital Digest*—featuring the most talked about stories, videos and discussions taking place on WHG's Historynet.com. *Don't Just Read It—Live It!*

Many have left their mark on history. Fortunately, there is still time for you. [Learn More](#)

from HistoryNet.com:

Sketches: Eyewitness at Ia Drang
Never before published drawings of the legendary 1965 battle by machine gunner and Silver Star recipient Bill Beck

IMMERSE YOURSELF. GO DEEPER. EXPLORE FURTHER.
WATCH THE VIDEO TO LEARN MORE

The Passion of History
Editor in chief of the world's largest publisher of history magazines shares his passion for

STEPHEN PETRANICE
Editor in Chief
National Geographic

“LIVE THE HISTORY” DIGITAL DIGEST

50,000 subscribers; issued once a month. Rectangle and leaderboard banner ad space available.

ABOUT HISTORYNET.COM

This is the #1 site for information and insights on all facets of military and social history. From Alexander the Great to Afghanistan, the Revolutionary War to the Industrial Revolution, and World War II to the Civil War, HistoryNet.com is the place to find accurate, thought-provoking articles and commentary.

Traffic and Demographics:

Monthly impressions*	6,000,000
Monthly unique visitors*	600,000
Male	74%
Median age	42
Median HHI	\$65,000
History buffs	96%

*Source: Google Analytics

SPECIAL ADVERTISER SECTIONS

Exclusive online guides accessible from the home page promote your products, services and destinations. You simply submit a 300 x 250 JPEG or GIF image, 25 words of descriptive copy and a click-through URL. We do the rest!

- **Heritage Travel Directory**
Tours, destinations and museums that enhance the historical experience.
- **Book and DVD Guide**
A choice selection of historical books and DVDs.
- **Heritage & History Auctions**
A guide to auctions around the country offering items of historical interest.



WEIDER HISTORY GROUP
LIVE THE HISTORY
HISTORYNET.COM

Contact
RUSSELL JOHNS ASSOC., LLC
800-649-9800
whg@russelljohns.com

AD RATES AND SPECIFICATIONS

AD RATES

Main Site:

- Leaderboard \$9 CPM
- Medium Rectangle \$8 CPM
- Skyscraper/half-page banner \$7 CPM

Digital Digest E-newsletter:

- Top Leaderboard Ad Space.....\$600 net per ad
- Side Medium Rectangle ads\$500 net per ad

Heritage Travel Directory, Book and DVD Guide, Auction Guide\$350 per month
\$4,200 per year

Also available:

- Site skins, takeovers, interstitials

Your sales representative can provide you with rates and availability.

Leaderboard Banners:

Placements: Located on all pages of site/network
Dimensions: 728 wide x 90 tall; file Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Wide Skyscrapers:

Placements: Located on all pages of site/network
Dimensions: 160 wide x 600 tall; file Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash).
Other Rich Media must be served externally.

Half Page Banner:

Placements: Located on many, but not all pages of site/network
Dimensions: 300 wide x 600 tall; file Size: 40kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Medium Rectangle:

Placements: Located on many, but not all pages of site/network
Dimensions: 300 wide x 250 tall; file Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Site Skin:

Placements: Located on many, but not all pages of site/network
Dimensions: 1300 x 800, with 974x91 clickable top connector banner;
file Size: 175k, Max Flash: 50k
File Types: jpg, swf (connector only)

E-Newsletter:

Placements: Leaderboard 728 x 90 or 300 x 250
Dimensions: 728 x 90 or 300 x 250; file Size: 30kb
File Types: We only accept .gif or .jpg

Heritage Travel Directory, Book and DVD Guide, Heritage & History Auction Guide:

Provide 300x250, URL and 25 words of copy.

Flash Specifications:

To ensure proper testing of creative, please submit 5 days before campaign. Provide creative in Flash (.swf) format. Include back-up .gif file (to support viewers who do not have Flash enabled). Maximum file size is 30K. Provide a click-through URL—do not hard code into .swf file. Include a Button Action in the Flash file coded as follows: on (release) {getURL (clickTAG, “_blank”);} Any action must be click-initiated, not rollover initiated. For detailed instructions for Flash ad creation, please visit: <http://www.adobe.com/resources/richmedia/tracking/>

Material Submission:

Please submit your materials five (5) business days before the start date of a campaign to:

Main Site and email ads:
whg@russelljohns.com

Heritage Travel Directory, Book and DVD Guide, Heritage & History Auction Guide:
whg@russelljohns.com

Make sure to provide a contact email address which you'd like us to inform when your campaign goes live. We reserve the right to reject any banner, URL or other creative element.

STANDARD IAB AD SIZES AVAILABLE

LEADERBOARD
728 x 90

SKYSCRAPER
160 x 600

RECTANGLE
300 x 250

HALF-PAGE
BANNER:
300 x 600