



2014 Media Kit – Q2

Exclusive Properties

# Table of Contents



## **Beanstock Media**

Overview 3

## **Ask.com:**

Overview 4

Demographics 5

Traffic 6

Ad Specs 7

Targeting capabilities 9

Prohibited ad types 10

## **Dictionary.com:**

Overview 11

Demographics 12

Traffic 13

Ad Specs 14

Targeting capabilities 23

Prohibited ad types 24

## **CityGrid.com:**

Overview 25

Demographics 26

Traffic 27

Ad Specs 28

Targeting capabilities 29

Prohibited ad types 30

## **Slacker.com:**

Overview 31

Demographics 32

Traffic 33

Ad Specs 34

Targeting capabilities &

Prohibited ad types 36

## **TheDailyBeast.com:**

Overview 37

Demographics 38

Traffic 39

Ad Specs 40

Targeting capabilities &

Prohibited ad types 42

## **ZipRealty.com:**

Overview 49

Demographics 50

Traffic 51

Ad Specs 52

Targeting capabilities &

Prohibited ad types 54



## Beanstock Media:

### Overview

Beanstock Media is a premium Publisher Trading Desk (PTD). We manage private ad exchanges for an exclusive set of high quality publishers. We aggregate demand for all forms of display advertising: standard, mobile, video and other high impact and rich media units.

We provide advertisers with the opportunity to reach unique, hard-to-reach audiences with control over where ads appear and guaranteed placements.

This media kit highlights details of our exclusive publishers:



## Ask.com Overview

Ask.com has over 100 million unique users worldwide and is consistently ranked in within the comScore top 10-15 sites in the USA.

Founded in 1996 as AskJeeves.com, Ask.com has stayed true to its mission of empowering people to find, learn and explore answers they can trust – from any device or location.

Ask.com uniquely curates answers across the best online sources, including web search, insight from authoritative experts and users themselves to present helpful answers across a wide rang of topics.

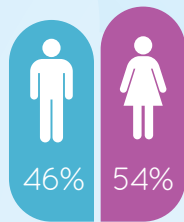
### Vertical



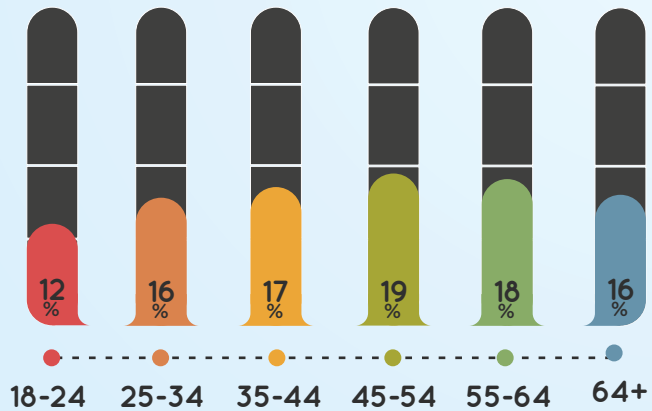
Search

## Ask.com Demographics

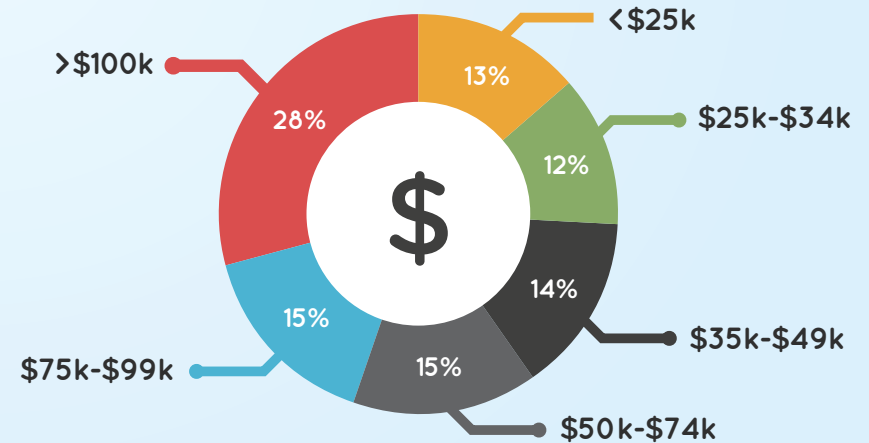
### Gender



### Age



### Household income



44% of users with HHI \$75k or more

## Ask.com Traffic

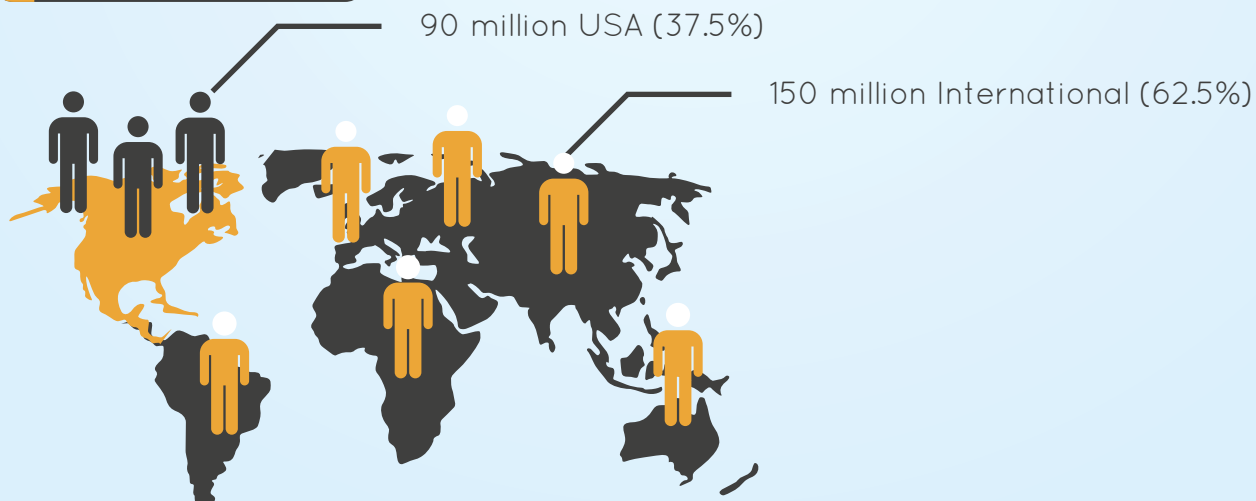
### Uniques per month



### comScore Ranking



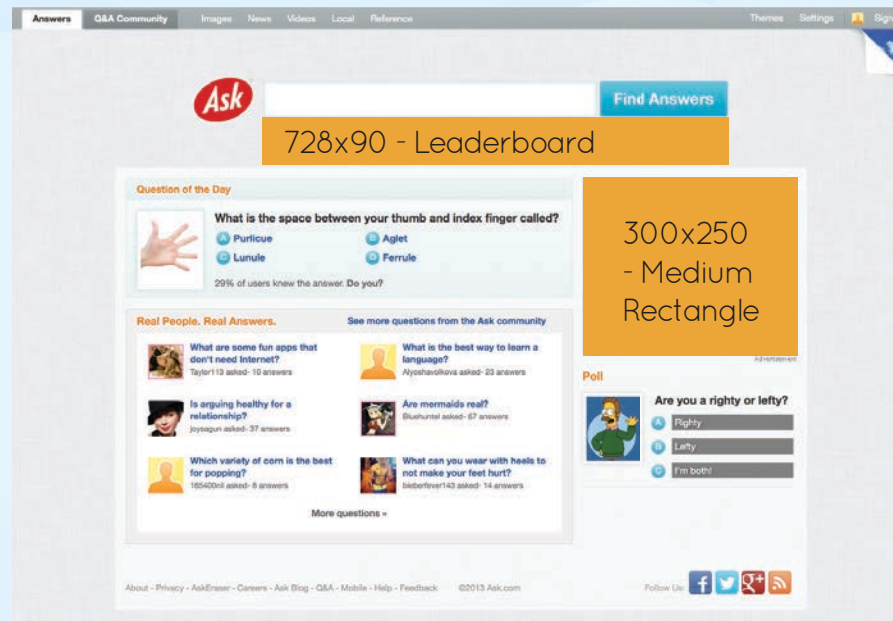
### Monthly impressions





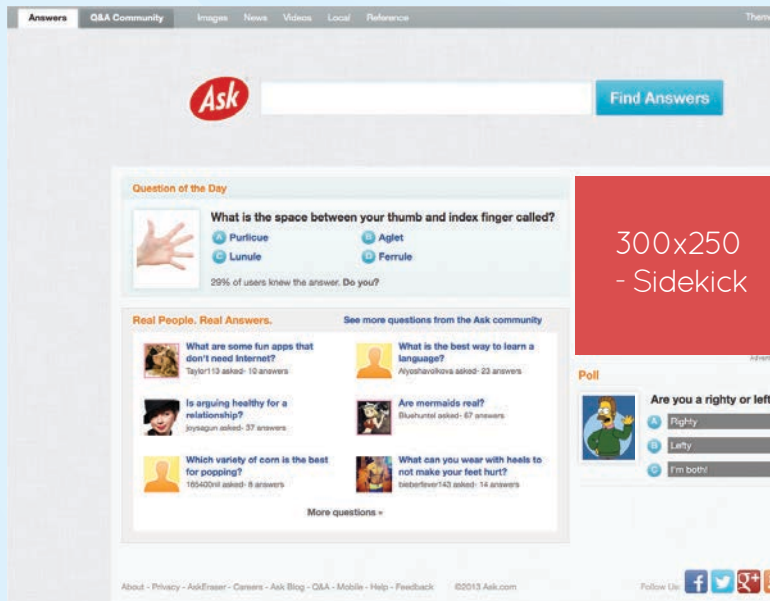
# Ask.com Ad specs

Standard



# Ask.com Ad specs

## ★ Rich Media / Rising Stars



300x250  
- Sidekick

850x700 - Sidekick (Expanded)



---

## Ask.com

### Targeting capabilities

#### Targeting

Geo



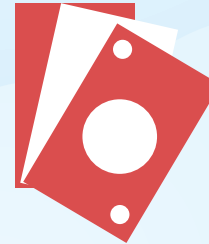
## Ask.com Prohibited ad types

**X Prohibited**

Alcohol,  
Tobacco



Gambling,  
Online  
Casinos



Weapons,  
ammunition,  
Fireworks



Adult



Prescription  
drugs



Recreational drugs,  
Paraphernalia



P2P  
Filesharing



Compensation  
for action



Counterfeit  
products



Illegal  
Activites



Products with unrealistic  
or deceptive claims.  
(ex. "Get rich quick")

**FREE**  
**\$\$\$\$!!!!!!!**

## Dictionary.com Overview

The Dictionary.com network of sites is the leading provider of online word learning products and services with over 65 million unique monthly users worldwide.

Dictionary.com is ranked as the 37th most trafficked site according to comScore.



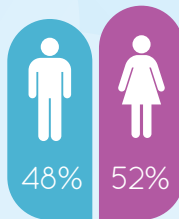
 Vertical



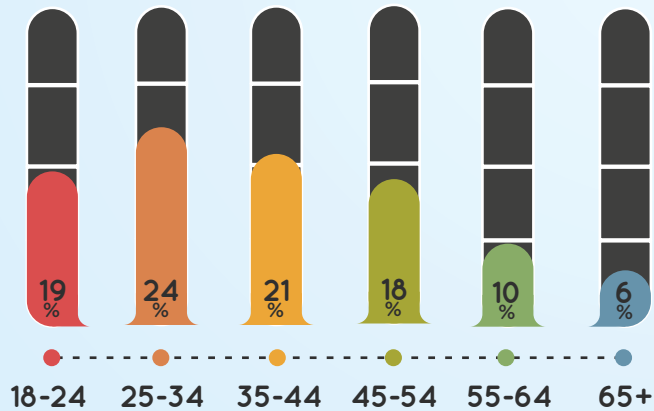
Reference

## Dictionary.com Demographics

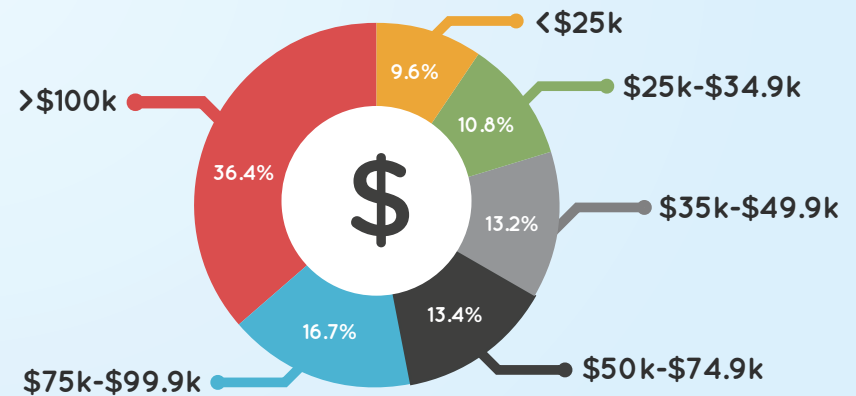
### Gender



### Age



### Household income



53% of users with HHI \$75k or more


## Dictionary.com Traffic

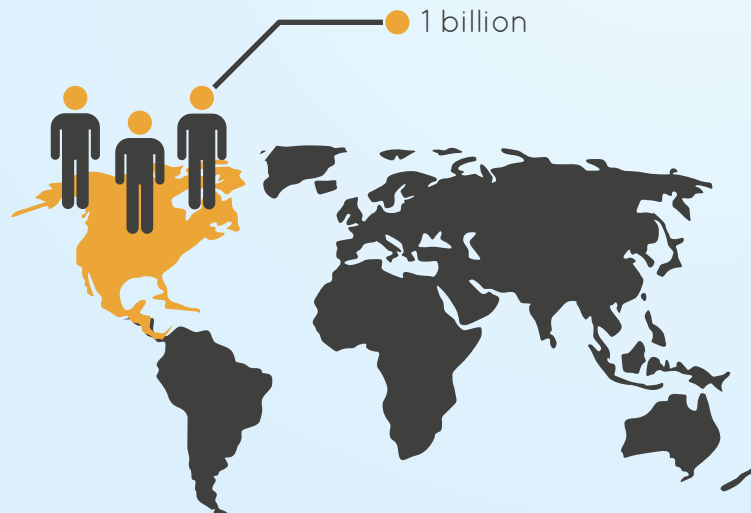
 Uniques per month



 comScore Ranking



 Monthly impressions



# Dictionary.com

## Ad specs

Standard and EXPANDABLE

The screenshot shows the Dictionary.com homepage with several ad placement areas highlighted in orange:

- 728x90 & 970x90 - Leaderboard:** Located at the top of the page, below the navigation bar.
- 300x600 - Half Page:** Located on the right side of the page, below the 'Friday, August 9' section.
- 300x250 - Medium Rectangle:** Located on the right side of the page, below the '300x600 - Half Page' area.
- 160 x 600 - Sky-scraiper:** Located on the left side of the page, below the 'Word of the Day' section.

The homepage content includes a search bar, navigation links (Dictionary, Thesaurus, Word Dynamo, Quotes, Reference, Translator, Spanish), and various featured sections like 'Word of the Day', 'Happy Shark Week!', 'Dictionary Decoder', 'Relevant Words', 'Diversions', 'What's New', 'Recents and Favorites', and 'For your Reference'.

# Dictionary.com Ad specs

## ★ Rich Media / Rising Stars

970x250 - Billboard

300x600 - Flimstrip

970x90 - Pushdown

The screenshot shows the Dictionary.com homepage with a large red billboard area at the top. Below the billboard, there are several content blocks including 'Dictionary Decoder', 'Relevant Words', 'Diversions', and 'What's New'. At the bottom, there is a red pushdown area with three white downward-pointing arrows.

300x1050 - Portrait

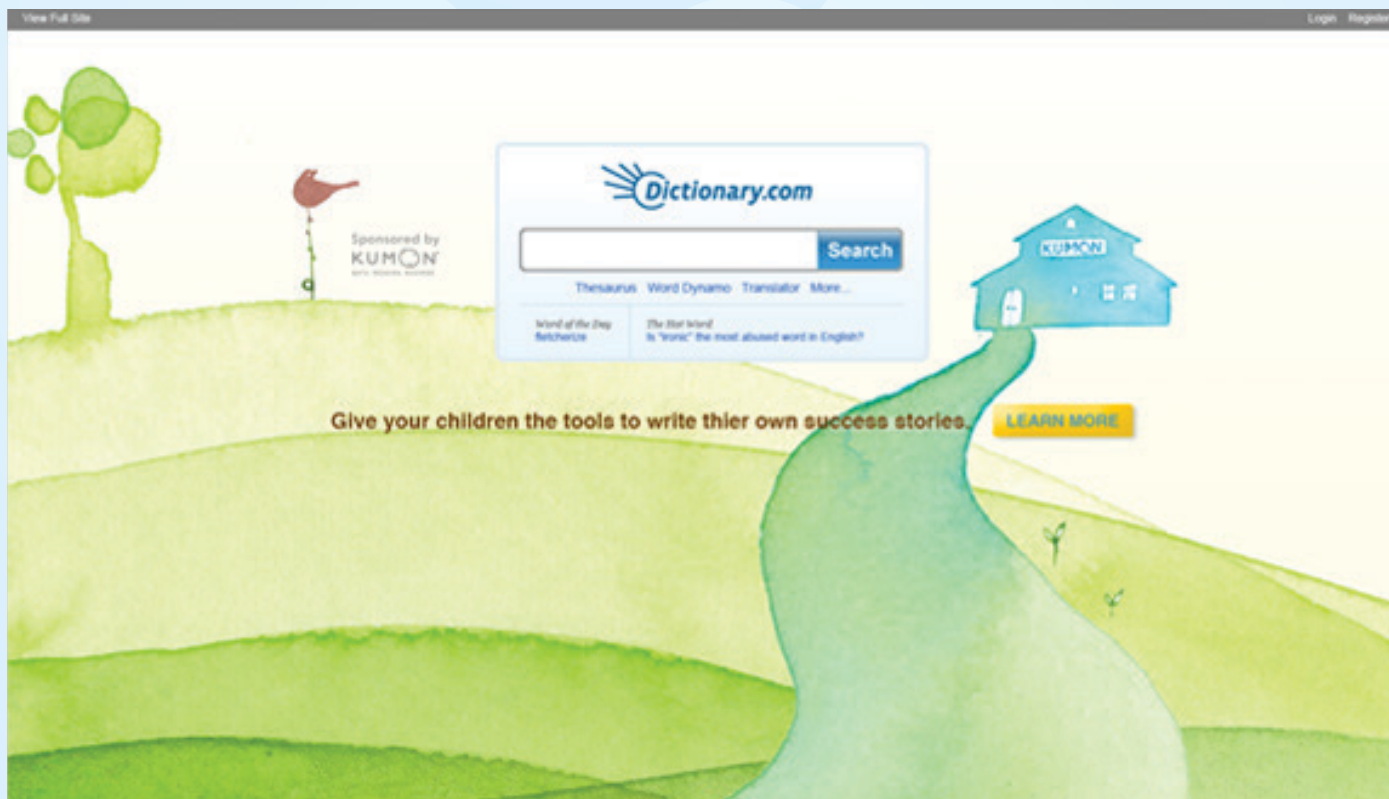
The screenshot shows the Dictionary.com homepage with a large red portrait area on the right side. The portrait area contains a shark image and the text 'Happy Shark Week! Do you know what a "sharkbong" is? - Find out'. Below the portrait, there are several content blocks including 'Word of the Day', 'Dictionary Decoder', 'Relevant Words', 'Diversions', 'What's New', 'More Ways to Play', and 'Previous Words of the Day'.

## Dictionary.com

### Ad specs

#### ★ Takeovers - Full

- 1500x1080 Background image  
(Own the Dictionary.com homepage for an entire day.)





# Dictionary.com

## Ad specs

### ★ Takeovers - Lite

- 1500x1080 Background image
  - 970x90 Extended Leaderboard
  - 300x250 Medium Rectangle
- (Includes background image and two standard ads on Homepage for an entire day.)

The screenshot shows the Dictionary.com homepage with several ad placements:

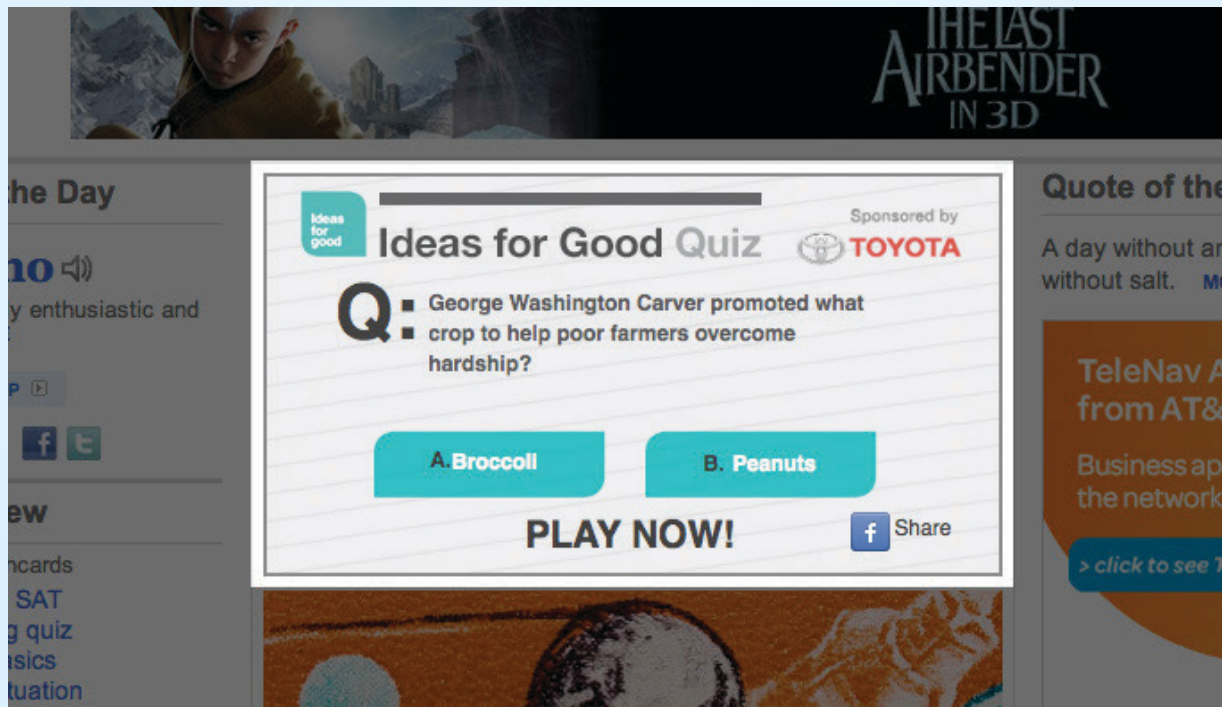
- Top Navigation:** Dictionary.com logo, search bar, and navigation tabs (Dictionary, Thesaurus, Flashcards, Word Dynamo, Quotes, Reference, Translator, Spanish).
- Search Bar:** Search button and text: "9,920,695 words searched today".
- Left Sidebar:** "prius goes plural" advertisement with Toyota logo.
- Center Content:**
  - Word of the Day:** "portend" with definition and social sharing options.
  - Quote of the Day:** "... excellence is the best deterrent to racism or sexism."
  - Featured Article:** "Banned books that may surprise you" with a sub-headline "It's Banned Books Week, including Twilight & Huck Finn. How many banned works can you identify by their plot?" and three related images.
  - Search Trends:** "What words are people searching for today?" with categories: Popular Searches (Parsimonious, She-devil, Osmosis, Euphemism, Paradigm), Without a Rhyme (Angst, Cusp, Citrus, Glimpsed, Pedant), and Fancy Compliments (Punctilious, Pulchritudinous, Peripatetic, Inamorata, Polymath).
- Right Sidebar:** "prius goes plural" advertisement with Toyota logo and a building illustration.
- Bottom:** "Get the DICTIONARY.COM APP at the new amazon appstore for Android" and "Discover more here" button.

## Dictionary.com Ad specs

### ★ Takeovers - Carousel Takeover

- 414x515 Carousel Main
- 56x126 Carousel Thumbnail
- 800x450 Pop-up Game

(Take your brand center stage on the homepage for an entire day.)



The screenshot shows a portion of the Dictionary.com homepage. At the top, there is a banner for "THE LAST AIRBENDER IN 3D". Below this, a central pop-up window displays an "Ideas for Good Quiz" sponsored by Toyota. The quiz question is: "George Washington Carver promoted what crop to help poor farmers overcome hardship?". The options are "A. Broccoll" and "B. Peanuts". Below the options is a "PLAY NOW!" button and a "Share" button. To the right of the pop-up, there is a "Quote of the Day" section and a "TeleNav As from AT&T" advertisement.

# Dictionary.com Ad specs

## ★ Takeovers - SERP

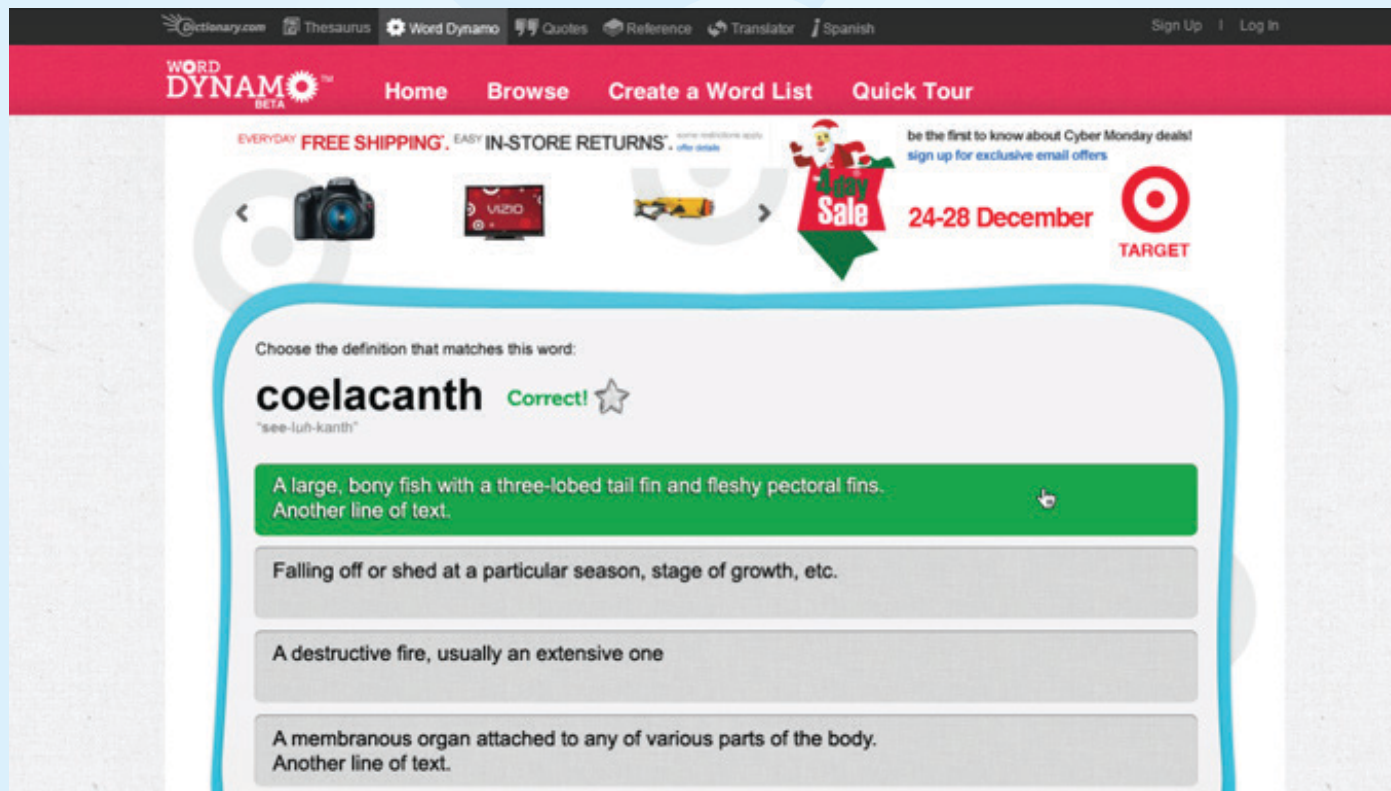
- 1500x1080 Background image
- 970x90 Extended Leaderboard
- 800x250 Medium Rectangle  
(Sponsor keywords contextually relevant to your brand.)

The screenshot shows the Dictionary.com website with a search for 'abscond'. The search results are displayed in the center, including the word definition, pronunciation, and related forms. To the left of the search results is a 'Related Searches' sidebar with a list of words and a guitar illustration. To the right is an 'IMAGINATION CHALLENGE' ad by Adobe, featuring a large number '8' made of colorful blocks and a smartphone character. At the top of the page, there is a navigation bar with links to various services and a search bar containing 'abscond'. A yellow 'Enter now' button is visible in the top right of the main content area.

## Dictionary.com Ad specs

### ★ Takeovers - Word Dynamo Gameplay Wallpaper

- 800x575 Background Image
- 970x90 Extended Leaderboard  
(Target highly engaged users that spend significantly more time on the site than the average user.)



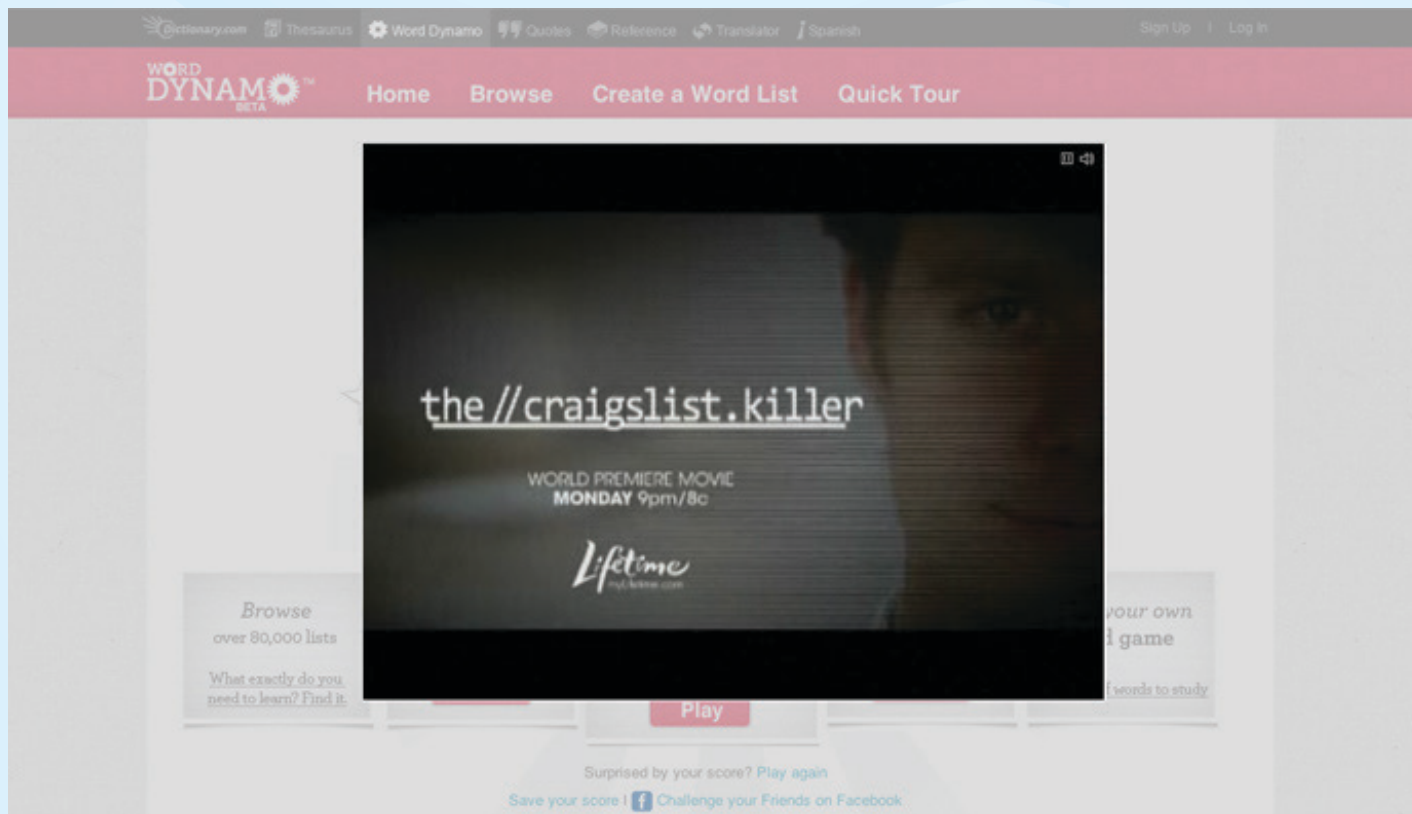
The screenshot shows the Dictionary.com website interface. At the top, there is a navigation bar with links for Dictionary.com, Thesaurus, Word Dynamo, Quotes, Reference, Translator, and Spanish. Below this is a red banner with the 'WORD DYNAMO BETA' logo and navigation links for Home, Browse, Create a Word List, and Quick Tour. A promotional banner for Target's 'Holiday Sale' is visible, featuring a camera, a Vizio TV, and a Target logo, with the text 'EVERYDAY FREE SHIPPING', 'EASY IN-STORE RETURNS', and '24-28 December'. The main content area shows a word definition game for 'coelacanth'. The word is displayed in large text, followed by the pronunciation 'see-luh-kanth'. Below the word are four definition options, each in a separate box. The first option, 'A large, bony fish with a three-lobed tail fin and fleshy pectoral fins. Another line of text.', is highlighted in green and marked as 'Correct!' with a star icon. The other three options are in grey boxes: 'Falling off or shed at a particular season, stage of growth, etc.', 'A destructive fire, usually an extensive one', and 'A membranous organ attached to any of various parts of the body. Another line of text.'

## Dictionary.com

### Ad specs

#### ★ Takeovers - Word Dynamo Video Interstitial

- 640x480 Video

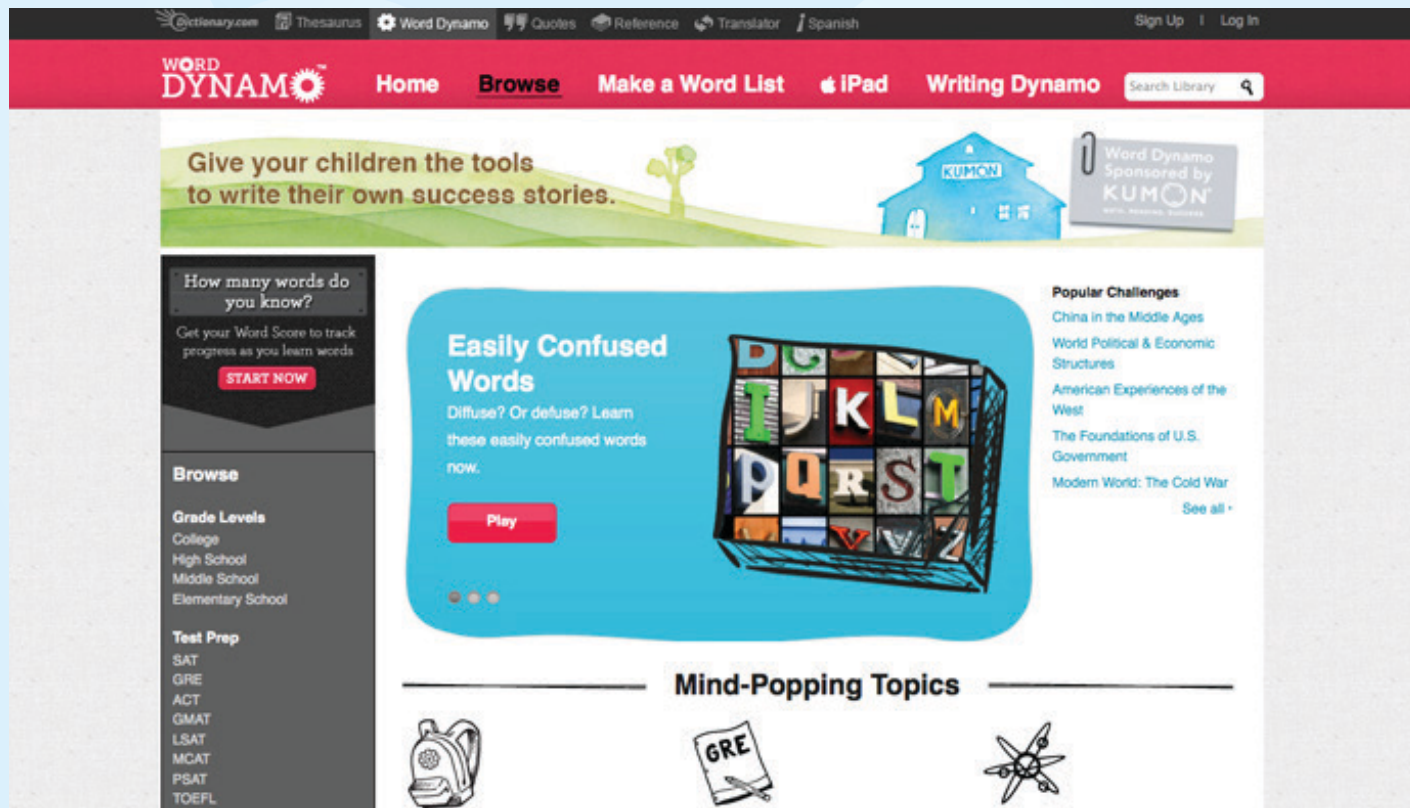


# Dictionary.com

## Ad specs

### ★ Takeovers - Word Dynamo Search Results Takeover

- 800x575 Background Image
- 970x90 Extended Leaderboard



## Dictionary.com

Targeting capabilities

 Targeting

Geo



Contextual



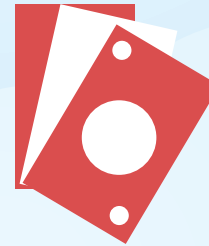
## Dictionary.com Prohibited ad types

**X Prohibited**

Alcohol,  
Tobacco



Gambling,  
Online  
Casinos



Weapons,  
ammunition,  
Fireworks



Adult



Prescription  
drugs



Recreational drugs,  
Paraphernalia



P2P  
Filesharing



Compensation  
for action



Counterfeit  
products



Illegal  
Activites



Products with unrealistic  
or deceptive claims.  
(ex. "Get rich quick")

**FREE  
\$\$\$\$!!!!!!!**



### CityGrid.com Overview

CityGrid is the leader in local business advertising solutions and one of the largest local content and advertising networks featuring more than 450 partners.

Reaches 10 million uniques every month through its premiere, owned properties, CitySearch.com and InsiderPages.com.



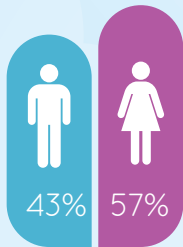
 Vertical



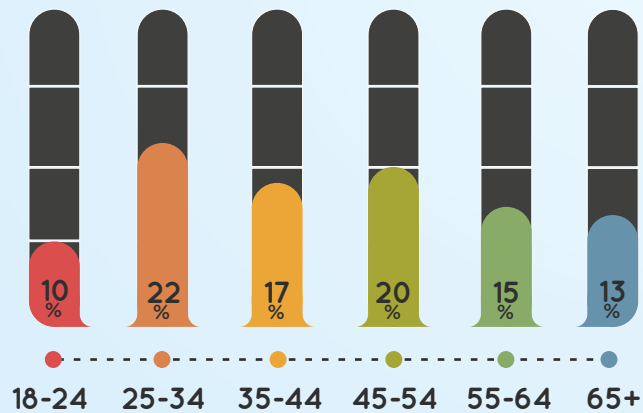
Local Search

## CityGrid.com Demographics

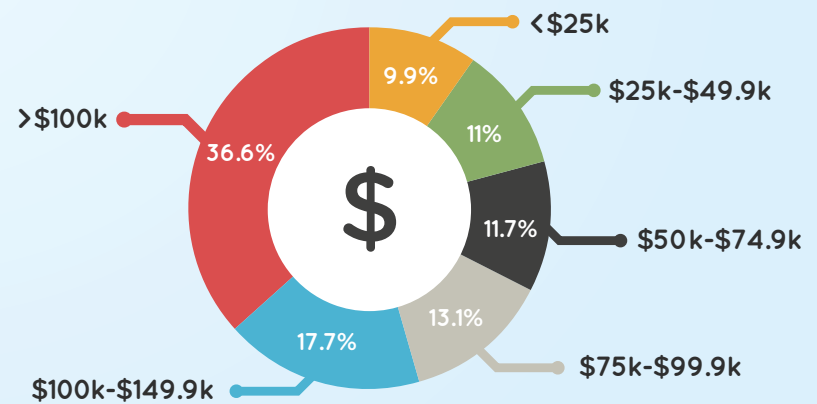
### Gender



### Age



### Household income



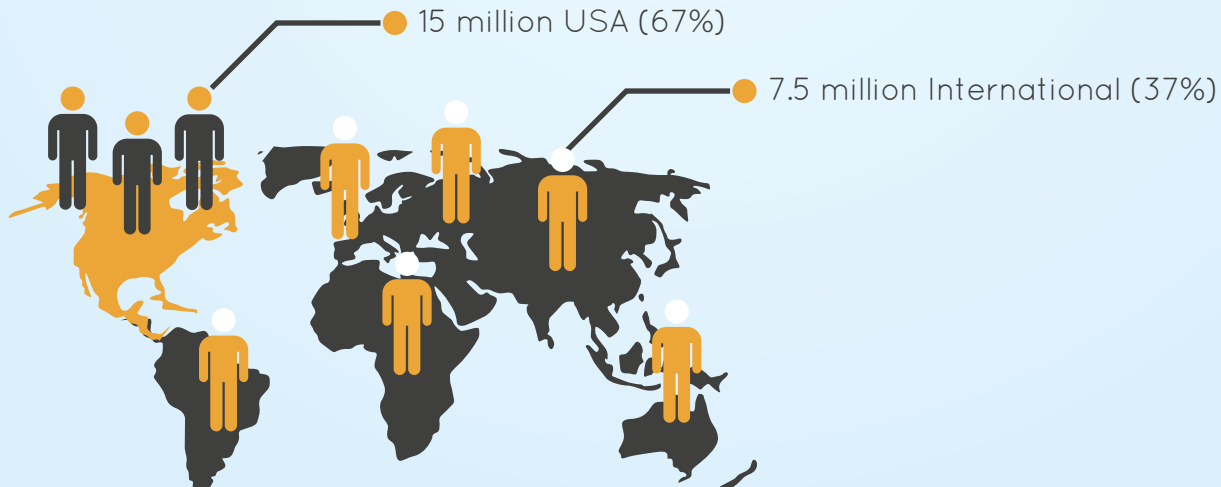
HHI: 54% of users with HHI \$75k or more

## CityGrid.com Traffic

### 📍 Uniques per month

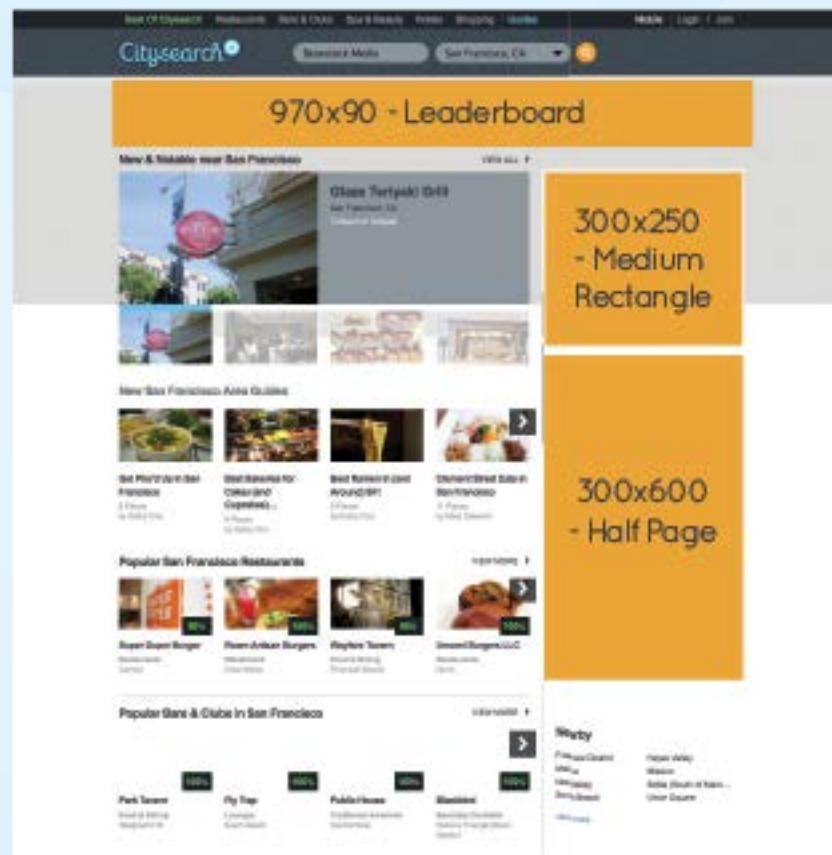


### 👤 Monthly impressions



## CityGrid.com Ad specs

Standard and EXPANDABLE



The screenshot shows the Citysearch.com website interface for San Francisco, CA. The page layout includes a navigation bar, a search bar, and several content sections. Two large orange callout boxes highlight specific ad placement opportunities:

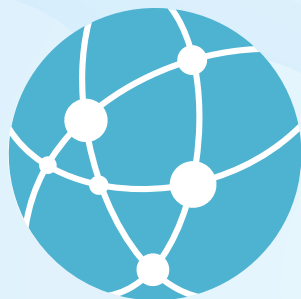
- 970x90 - Leaderboard**: Located at the top of the main content area, above the "New & Notable near San Francisco" section.
- 300x250 - Medium Rectangle**: Located on the right side of the page, overlapping the "New & Notable near San Francisco" section.
- 300x600 - Half Page**: Located on the right side of the page, overlapping the "New San Francisco Area Guide" and "Popular San Francisco Restaurants" sections.

The website content includes sections for "New & Notable near San Francisco", "New San Francisco Area Guide", "Popular San Francisco Restaurants", and "Popular Bars & Clubs in San Francisco".

## CityGrid.com Targeting capabilities

### Targeting

Geo



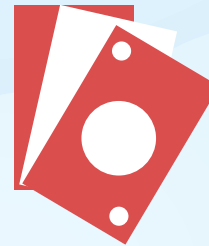
## CityGrid.com Prohibited ad types

### ✘ Prohibited

Alcohol,  
Tobacco



Gambling,  
Online  
Casinos



Weapons,  
ammunition,  
Fireworks



Adult



Prescription  
drugs



Recreational drugs,  
Paraphernalia



P2P  
Filesharing



Compensation  
for action



Counterfeit  
products



Illegal  
Activites



Products with unrealistic  
or deceptive claims.  
(ex. "Get rich quick")

FREE  
\$\$\$\$!!!!!!





## Slacker.com Overview

Slacker Radio is an interactive Internet radio service available in the US and Canada. Listeners can access the service on the web, through mobile apps on multiple smartphones as well as on Slacker Personal Radio Players and other devices. It allows users to create and share customized music stations. Slacker allows users to customize one of their programmed stations (for instance, Top hits) or start with music similar to an artist or song, and then customize that.

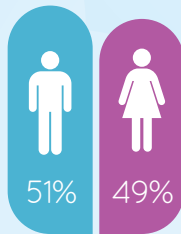
 Vertical



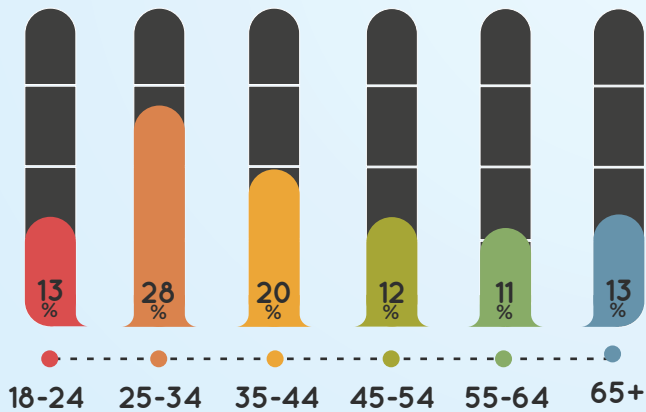
Music

# Slacker.com Demographics

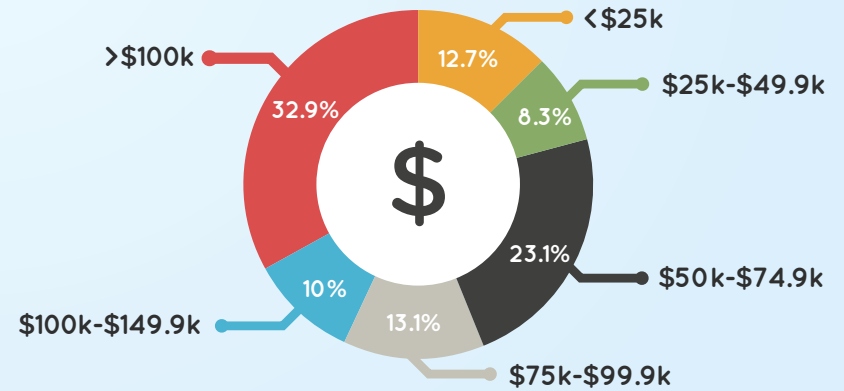
## Gender



## Age



## Household income



43% of users with HHI \$75k or more

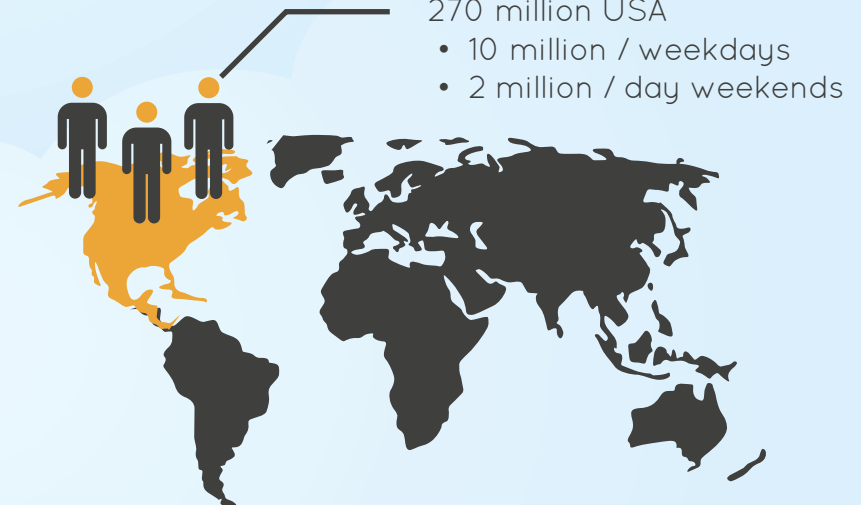


## Slacker.com Traffic

### Registered users



### Monthly impressions



# Slacker.com Ad Specs

Standard and EXPANDABLE

The screenshot shows the Slacker.com interface with several ad placement opportunities highlighted in orange boxes:

- 970x90 - Leaderboard**: Located at the top of the page, above the album player.
- 300x250 - Medium Rectangle**: Located on the right side of the album player, next to the 'Up Next' button.
- 300x600 - Half Page**: Located on the right side of the album page, below the 'Medium Rectangle' ad.

The interface also shows the Slacker logo, search bar, user profile, and album details for 'Armageddon [Renegade Hardware]' by DJ Reality.



# Slacker.com Ad Specs

★ Rich Media / Rising Stars

The screenshot shows the Slacker.com interface for the album 'Armageddon [Renegade Hardware]' by DJ Reality. The album cover features a futuristic, industrial scene with a large, glowing structure. The interface includes a search bar at the top, a navigation menu, and a list of album tracks at the bottom. A red vertical bar is overlaid on the right side of the album cover area, with the text '300x125 - Filmstrip' and a white double-headed arrow pointing up and down, indicating the ad's dimensions and orientation.

## Slacker.com

### Targeting capabilities, Prohibited ad types

#### Targeting

Geo



#### Prohibited

Smoking



Adult



#### Allowed

Alcohol



## TheDailyBeast.com

### Overview



THE  
**WEBBY**  
AWARDS

Winner of the 2012 Webby for “Best News Site”, The Daily Beast is known for its thought provoking journalism and reporting from prominent journalists.

Signature features and sections include...

- The Cheat Sheet - a curated list of must-reads from all over
- Beast TV
- Sexy Beast - fashion and entertainment
- Book Beast - literary reviews



Vertical

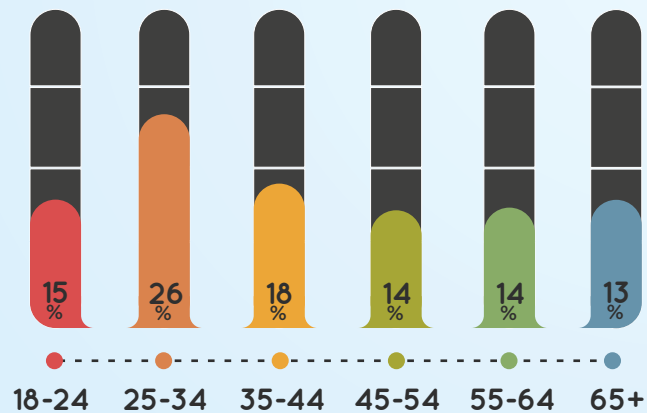


## TheDailyBeast.com Demographics

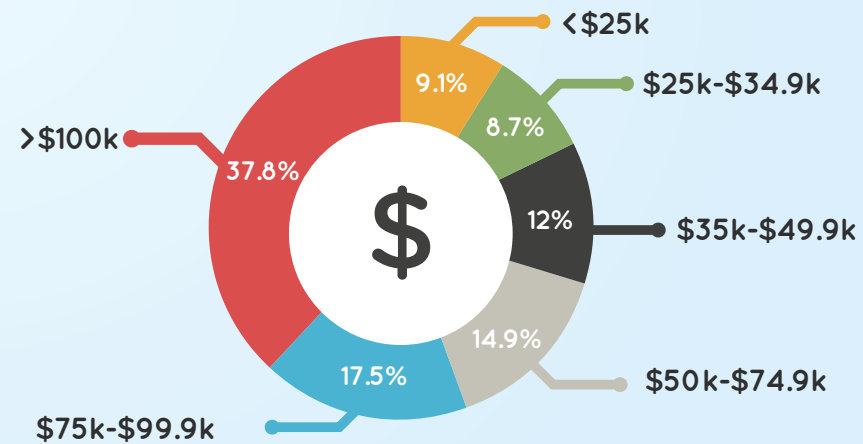
### Gender



### Age



### Household income



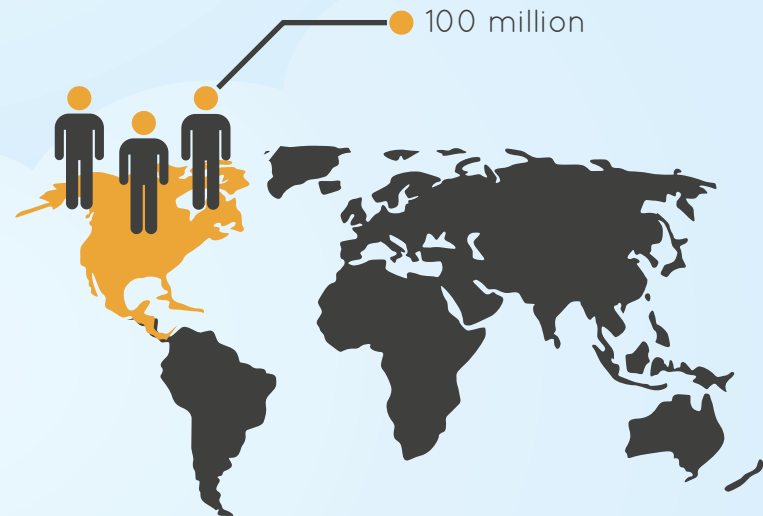
55% of users with HHI \$75k or more

## TheDailyBeast.com Traffic

 Uniques per month



 Monthly impressions



# TheDailyBeast.com

## Ad specs

■ Standard and EXPANDABLE

728x90 - Medium Rectangle

The screenshot shows the homepage of The Daily Beast with several ad placement callouts:

- 728x90 - Medium Rectangle:** Located at the top of the page, above the main headline.
- 300x600 - Half Page:** A large vertical ad space on the left side of the page.
- 300x250 - Medium Rectangle:** A smaller ad space on the right side of the page, below the 'CHEAT SHEET' section.

The main content of the page includes the headline "DEAD SHARK FOUND ON NYC SUBWAY" and a "CHEAT SHEET" section with four items:

- 1. FORT HOOD:** Lawyer: Hawaii Wants Death Penalty
- 2. WHAT TO WATCH:** Obama, Clinton's Russia Visit
- 3. IF GETS WORSE:** Filner Targeted Sexual-Assault Victims
- 4. HADST:** Jackie Robinson Status Vandalized



# TheDailyBeast.com Ad specs

★ Rich Media / Rising Stars

970x60 - Pushdown

970x90 - Pushdown

970x250 - Billboard

## TheDailyBeast.com

### Targeting capabilities, Prohibited ad types

#### Targeting

Geo



Day Part



Contextual

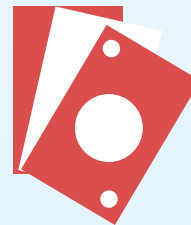


#### Prohibited

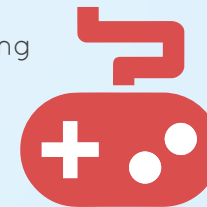
Alcohol



Gambling



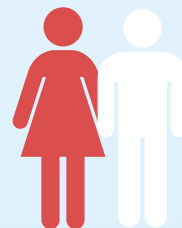
Gaming



Adult



Dating



## ZipRealty.com Overview

ZipRealty.com operates in 52 metropolitan areas, 22 states and Washington, D.C. Online since 1999, ZipRealty combines proprietary technology with efficient business processes to create a consumer centric experience making it easy for buyers and sellers to access comprehensive home listings data.

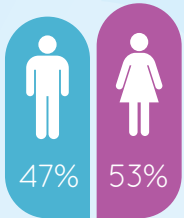
 Vertical



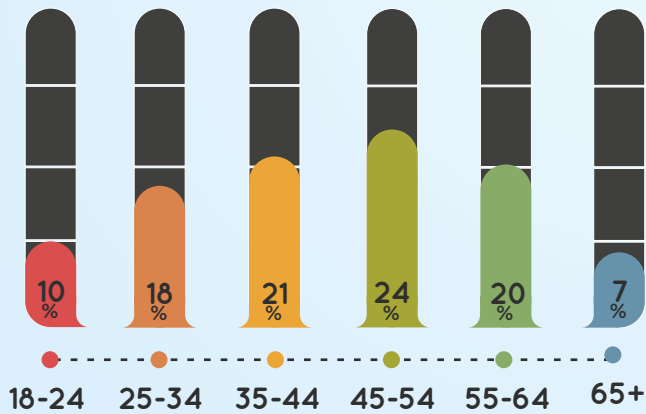
Real Estate

## ZipRealty.com Demographics

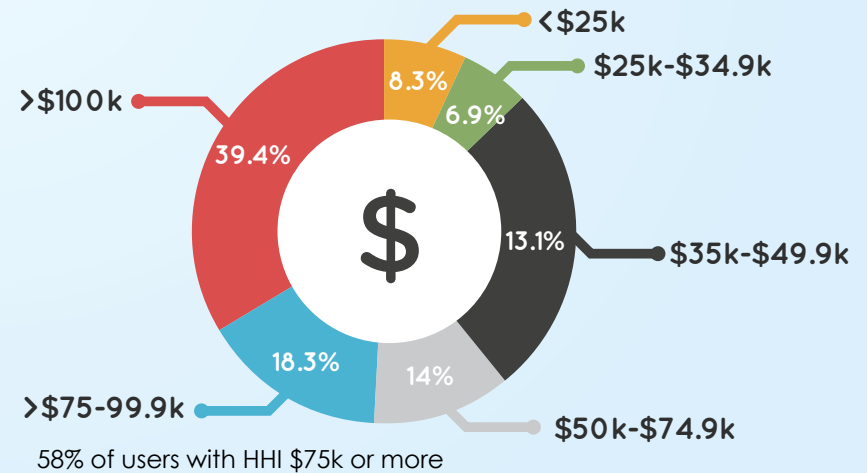
### Gender



### Age



### Household income

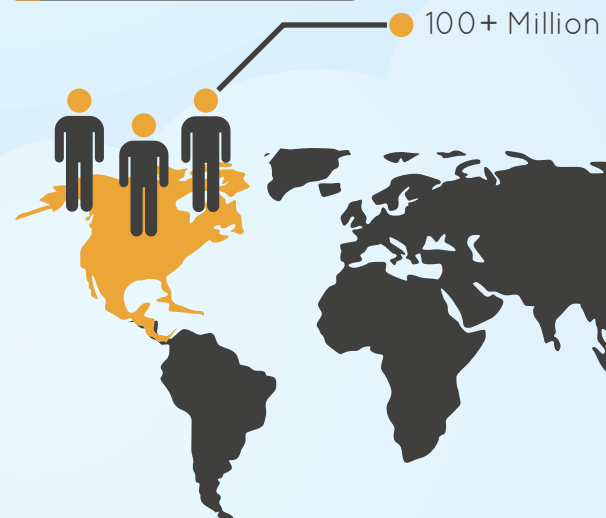


## ZipRealty.com Traffic

### Uniques per month



### Monthly impressions

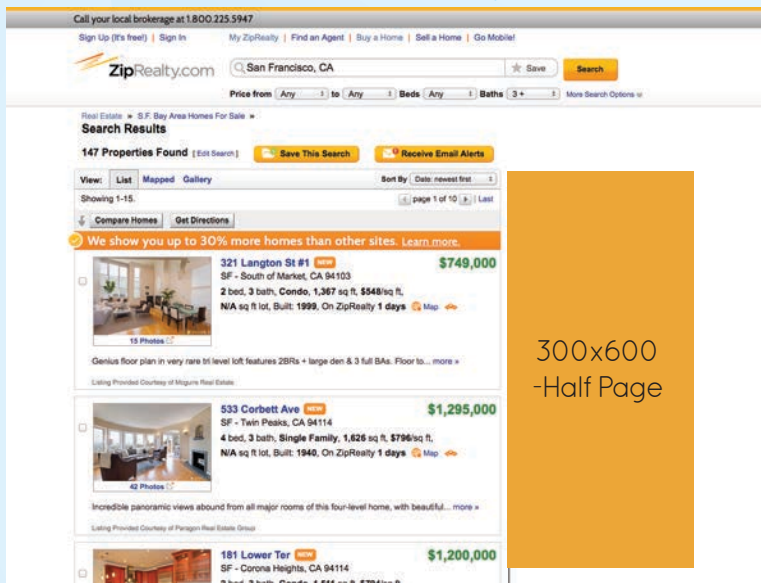


### Registered users

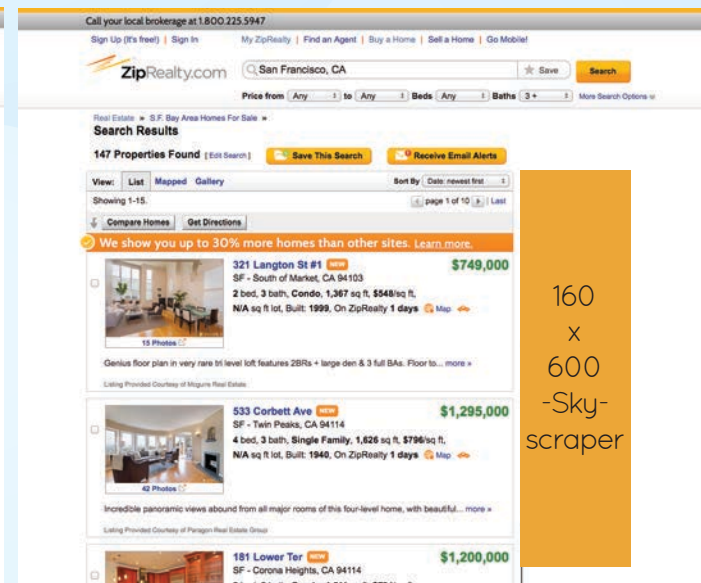


# ZipRealty.com Ad specs

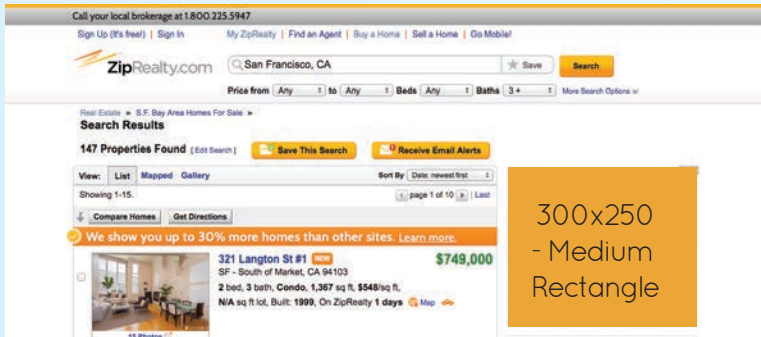
**Standard and EXPANDABLE** (Home Details & Search Results)



300x600  
- Half Page



160  
x  
600  
- Sky-  
scraper



300x250  
- Medium  
Rectangle

# ZipRealty.com Ad specs

**Standard**

(Agent Website)

210x210 - Box

160 x 600 - Sky-scra- per

(ZipNotify Emails)

300x250  
- Medium  
Rectangle

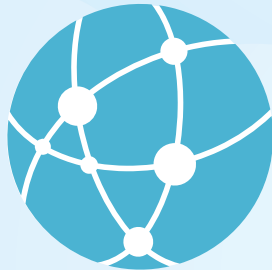
300x250  
- Medium  
Rectangle

# ZipRealty.com

## Targeting capabilities, Prohibited ad types

### Targeting

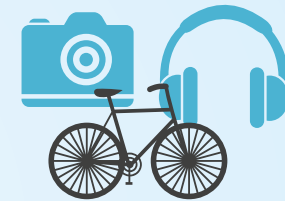
Geo



IP Targeting



Behavioral Targeting

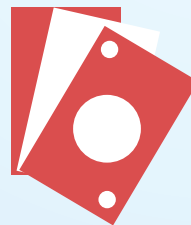


### Prohibited

Alcohol



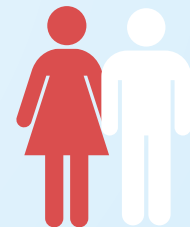
Gambling



Weapons or ammunition



Dating



Adult



Religious organizations



Competing Real Estate brokerages and agents





## Dice.com

### Overview

A large, highly viewed IT recruiting website exclusively for IT professionals - programmers, software engineers, systems administrators, systems analysts, and other computer professionals. This site reaches over 1.5 million monthly members per month. The typical visitor shops at Wal-Mart, visits intuit.com, and uses H&R Block.

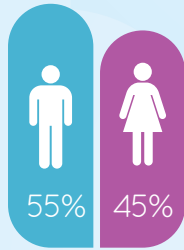
 Vertical



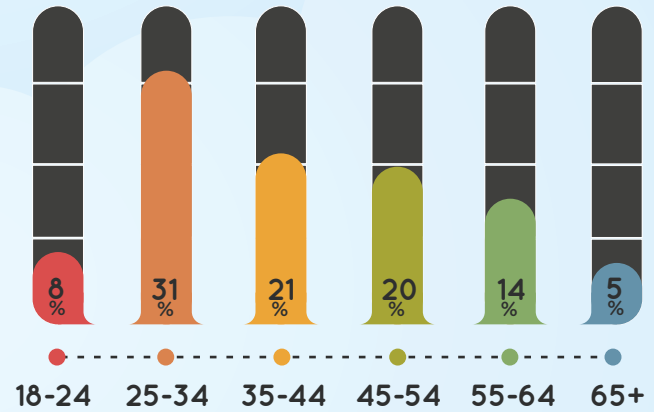
Tech Career

# Dice.com Demographics

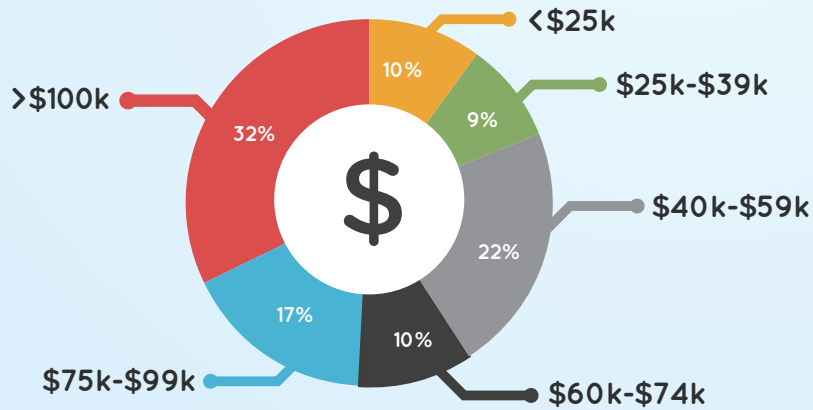
## Gender



## Age



## Household income

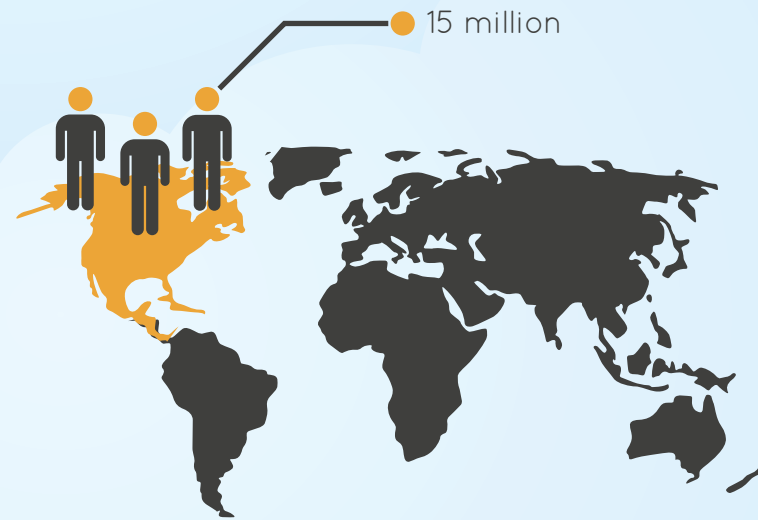


## Dice.com Traffic

 Uniques per month



 Monthly impressions



# Dice.com Ad specs

Standard

The screenshot shows the Dice.com homepage with several ad spots highlighted in orange. At the top, there is a search bar and navigation links. Below the search bar is a large orange banner for '970x90 - Leaderboard'. Underneath is a search filter section with 'Job Title, Keywords or Company Name' and 'City and State or Zip Code'. Below that is a 'BROWSE JOBS' section with filters for 'By Skill/Job Title', 'By Company', 'By Location', and 'By Employment Type'. The main content area features a 'Today's Tech News & Career Advice on Dice' section with a featured article 'How to Profit From the Hype Around In-Memory Tech' and several smaller article thumbnails. Below this is a 'Talent Communities on Dice' section with four community tiles: 'Silicon Valley', 'C+ and C#', 'Women in Technology', and 'Cloud Computing'. At the bottom, there is a footer with navigation links and a copyright notice.

970x90 - Leaderboard

160 x 600 -Sky-scraper

120x60

# Dice.com

## Targeting capabilities, Prohibited ad types

### Targeting

Geo



Contextual



### Prohibited

Alcohol,  
Tobacco



Adult



## Meetme.com

### Overview

MeetMe (formerly MyYearbook) is a social networking service founded in 2005. In June 2012, myYearbook was renamed MeetMe.

This site reaches over 12 million monthly people, of which 6.9 million (55%) are in the U.S. The typical visitor plays games on king.com and uses Craigslist.

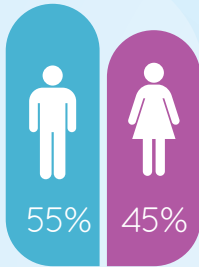
 Vertical



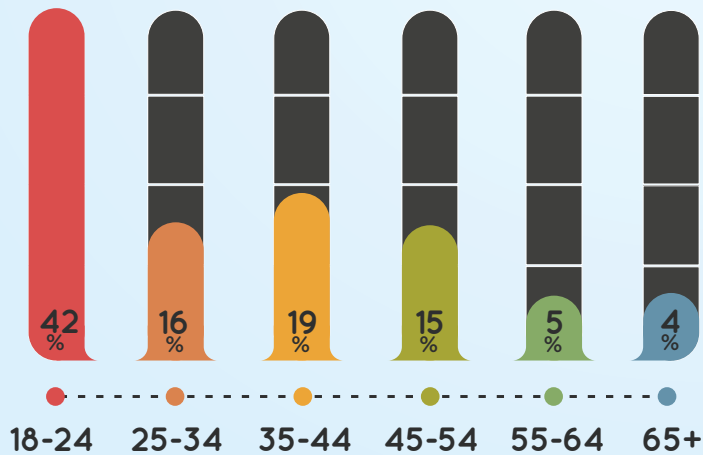
Social

## Meetme.com Demographics

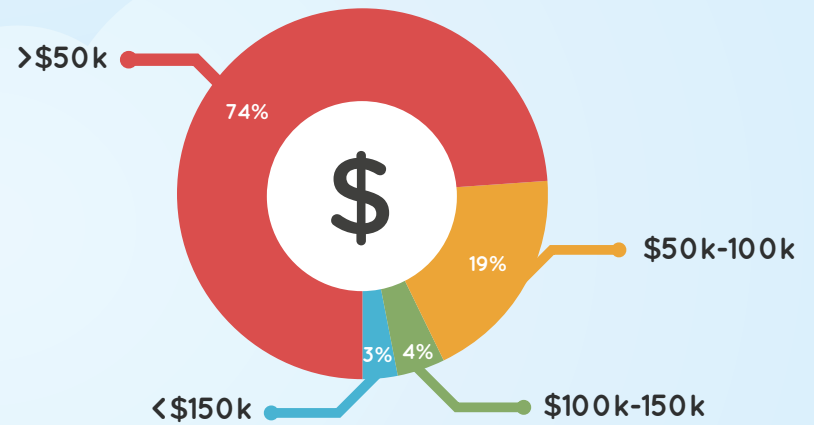
### Gender



### Age



### Household income

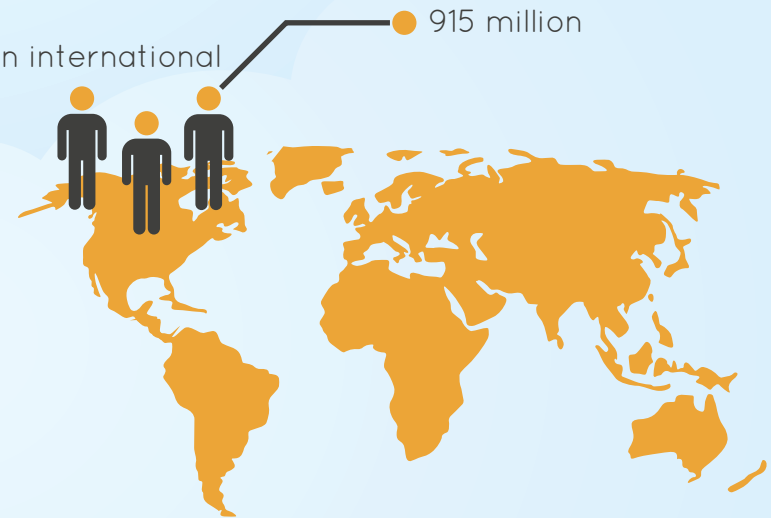


## Meetme.com Traffic

 Uniques per month



 Monthly impressions





---

**Meetme.com**  
Ad specs

## Meetme.com

Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult



## Pronto.com Overview

Pronto is a comparison shopping web site that uses tools from the social networking world to connect shoppers. Pronto crawls the Internet for more than 70 million products such as apparel, books, electronics, sports equipment, and home decor from about 65,000 retailers and e-tailers. Pronto was developed by IAC/InterActiveCorp (IAC) and launched in 2006.

This site reaches over 4.2 million U.S. monthly people. The typical visitor frequents answerbag.com and shops at Safeway.

 Vertical


Shopping  
Comparison

---

**Pronto.com**  
Demographics

## Pronto.com Traffic

 Monthly impressions

 2 million



 Uniques per month

 4 million USA



# Pronto.com Ad specs

The screenshot shows the Pronto.com website interface. At the top, there is a search bar with the Pronto logo and a 'Find It!' button. Below the search bar, a navigation menu includes 'Shop our categories', 'Search & filters', and 'Sign In / user'. A prominent orange banner at the top of the page reads '970x90 - Leaderboard'. The main content area is titled 'DJ Turntables & Turntables' and features several article snippets with titles like 'DJ Mixer Turntables - situs.com', 'Don't Buy A USB Turntable - 6 Reasons Against USB - DAK.com', and 'Virtual DJ Turntables - Save on Mixers, Receivers & More'. Below the articles, there is a 'All Products' section with a 'Go to page' dropdown. The product listings are arranged in a grid, showing various DJ turntables and mixers with their respective prices and retailer logos (e.g., Target, Best Buy, Sears). A 'Showing 1 - 10 of 138' and 'Page 1 of 14' indicator is visible. On the left side of the page, there is a vertical navigation menu with categories like 'Home', 'Music', 'Video', 'Books', 'Electronics', 'Toys', and 'Garden'.

300x250  
- Medium  
Rectangle

160  
x  
600  
-Sky-  
scraper

## Pronto.com

Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult





## Urbanspoon.com

### Overview

Urbanspoon is a leading online local restaurant guide that aggregates reviews from professional food critics, bloggers, and diners. Available on the web and through its popular iPhone, Android, Blackberry, and iPad applications, Urbanspoon provides reviews for restaurants throughout the United States, Canada, the United Kingdom, and Australia.

This site reaches over 3.7 million U.S. monthly people. The typical visitor frequents MySpace, reads Auto Blog, and subscribes to Popular Mechanics.

 **Vertical**

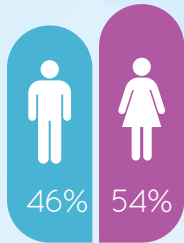


Restaurant Guide

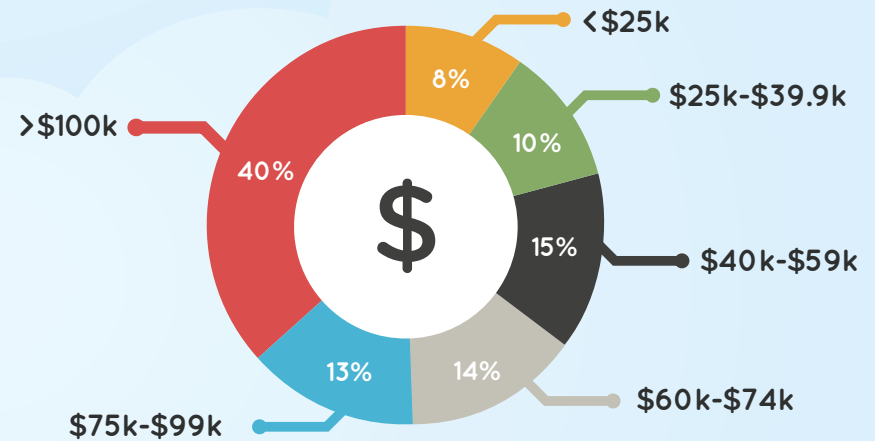


# Urbanspoon.com Demographics

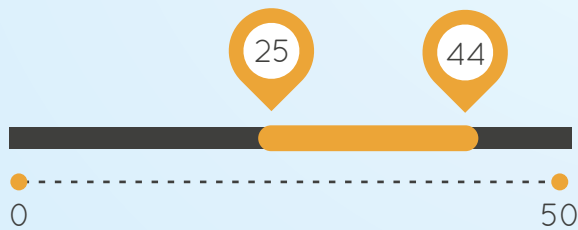
## Gender



## Household income



## Age range





# Urbanspoon.com Traffic

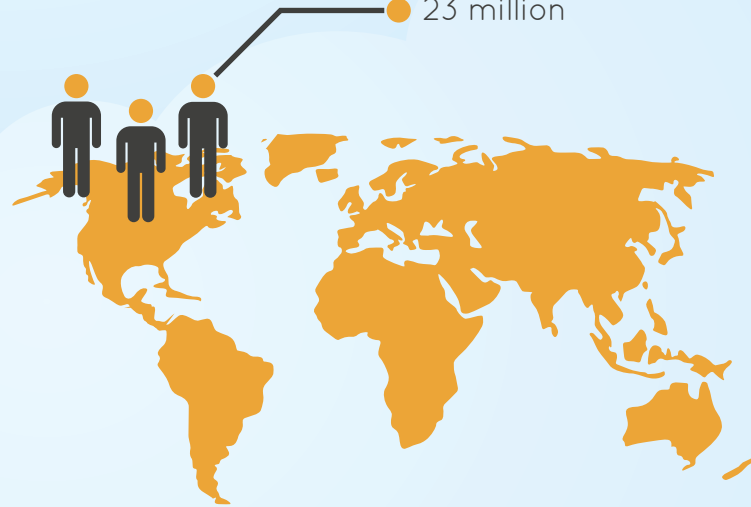
 Uniques per month

20 million USA



 Monthly impressions

23 million





# Urbanspoon.com

## Ad specs

### Standard

The screenshot shows the Urbanspoon website interface for San Francisco. The main content area displays a list of restaurants with details such as name, website, and address. Two ad placements are highlighted with orange boxes:

- 300x250 - Medium Rectangle:** Positioned on the right side of the restaurant list, overlapping the map and the first few restaurant entries.
- 728x90 - Leaderboard:** Positioned at the bottom of the main content area, above the footer.

The footer contains navigation links for 'About', 'Browse', and 'My Urbanspoon', along with social media icons and mobile app download instructions.



## Urbanspoon.com

Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult



## SpanishDict.com

### Overview

Bidirectional Spanish and English dictionary with audio pronunciation of the words. This site reaches over 7.9 million monthly people, of which 5.7 million (73%) are in the U.S. The typical visitor uses Ticketmaster.

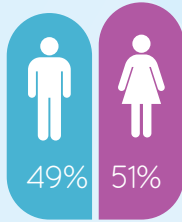
 Vertical



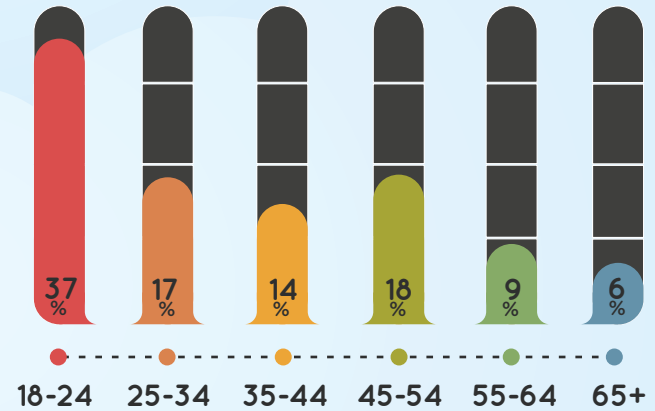
Reference

## SpanishDict.com Demographics

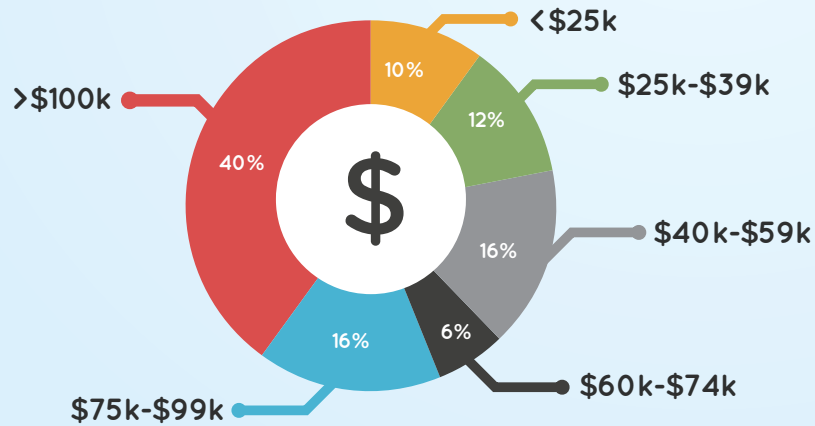
### Gender



### Age



### Household income



## SpanishDict.com Traffic

### Uniques per month

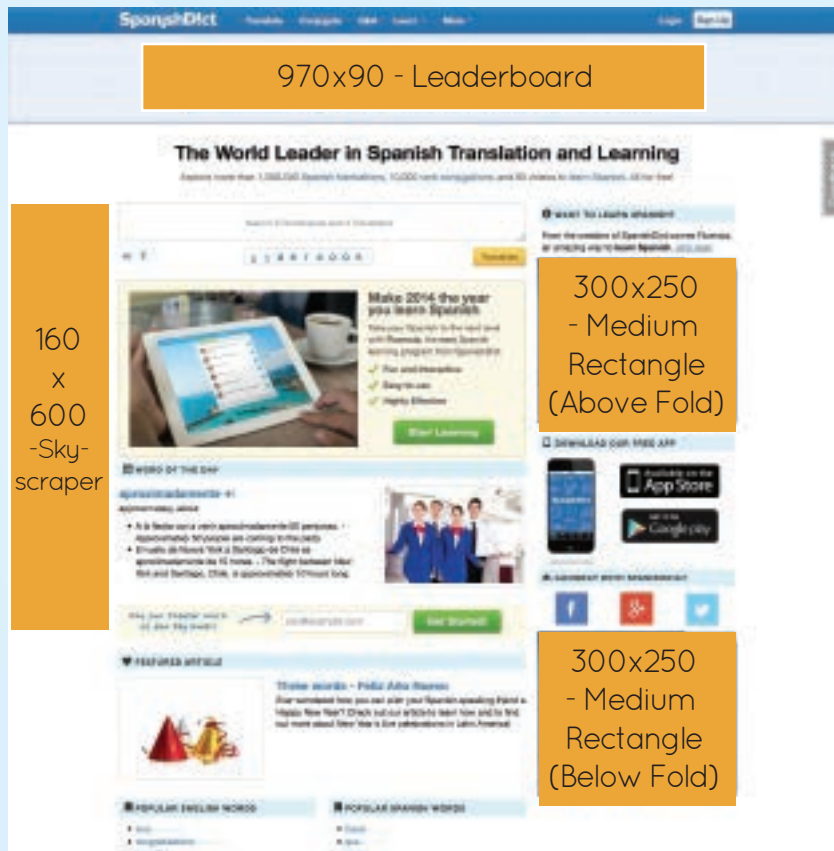


### Monthly impressions



# SpanishDict.com Adspecs

Standard and EXPANDABLE



970x90 - Leaderboard

## The World Leader in Spanish Translation and Learning

Spain has more than 1,385,000 Spanish speakers, 10,000,000 web surfers and 80 million to learn Spanish. Get the lead.

160  
x  
600  
-Sky-  
scraper

300x250  
- Medium  
Rectangle  
(Above Fold)

300x250  
- Medium  
Rectangle  
(Below Fold)



# SpanishDict.com Adspecs

★ Rich Media

The screenshot shows the SpanishDict.com homepage with several ad overlays. At the top, a red banner with a play button icon and the text "970x90 - Leaderboard" is positioned above the main header. The main header includes the site name "SpanishDict" and navigation links. Below the header, a large banner reads "The World Leader in Spanish Translation and Learning" with a sub-headline "Beating more than 1,000,000 Spanish dictionaries, 10,000 verb conjugators, and 80 sites to learn Spanish. All in one!" Below this, there are several content sections: a search bar, a featured article titled "Make 2014 the year you learn Spanish" with a play button overlay and dimensions "300x250 (Above Fold)", a "Word of the Day" section, a "Download our free app" section with play button overlays and dimensions "300x250 (Below Fold)", and a "Featured Article" section. At the bottom, there are sections for "Popular English Words" and "Popular Spanish Words".

▶  
160  
x  
600  
-Sky-  
scraper

▶  
300x250  
(Above Fold)

▶  
300x250  
(Below Fold)

## SpanishDict.com

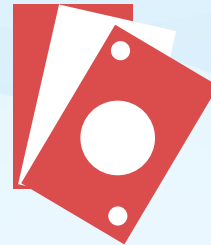
### Targeting capabilities, Prohibited ad types

#### Prohibited

Alcohol,  
Tobacco



Gambling,  
Online  
Casinos



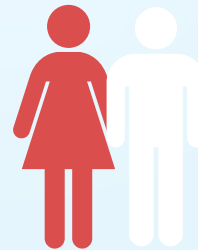
Belly Fat



Adult

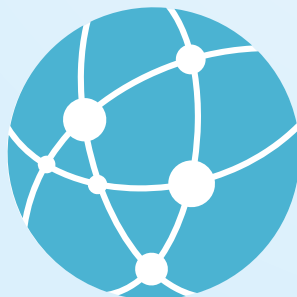


Dating



#### Targeting

Geo



---

## Vocabulary.com

### Overview

Vocabulary puzzles and games.  
This site reaches over 109K U.S. monthly people.

 **Vertical**



Reference

---

**Vocabulary.com**  
Demographics

---

**Vocabulary.com**  
Traffic

# Vocabulary.com

## Adspecs

Standard

The screenshot shows the Vocabulary.com website interface. At the top, there's a navigation bar with 'HOME', 'HOW IT WORKS', 'LEADERBOARDS', 'BLOG', and 'HELP'. Below that, a search bar contains the word 'advertisement'. The main content area features the word 'advertisement' in large bold letters, followed by a definition: 'A public notice promoting the sale of a certain item is called an advertisement. The word is often shortened to ad. They're on TV, on the radio, online, in the paper — you can't even escape advertisements at the movies.' Below the definition is a paragraph explaining the history and use of advertisements. To the right of the definition is a large orange box with the text '300x250 - Medium Rectangle'. Further down, there are sections for 'DEFINITIONS OF advertisement', 'WORD FORMS', 'WORD FAMILY', and 'USAGE EXAMPLES' with various news snippets.

## Vocabulary.com

### Targeting capabilities, Prohibited ad types

#### Targeting

Geo



#### Prohibited

Alcohol,  
Tobacco



Adult



## Slashdot.org

### Overview

"News for Nerds. Stuff that Matters." News site dedicated to Linux, hardware, and current trends. Updates every few minutes.

This site reaches over 355K U.S. monthly people.

The typical visitor shops at horchow.com, visits discovercard.com, and banks at Bank of America.

 Vertical




Tech News



---

**Slashdot.org**  
Demographics

## Slashdot.org Traffic

 Monthly impressions

● 39 million



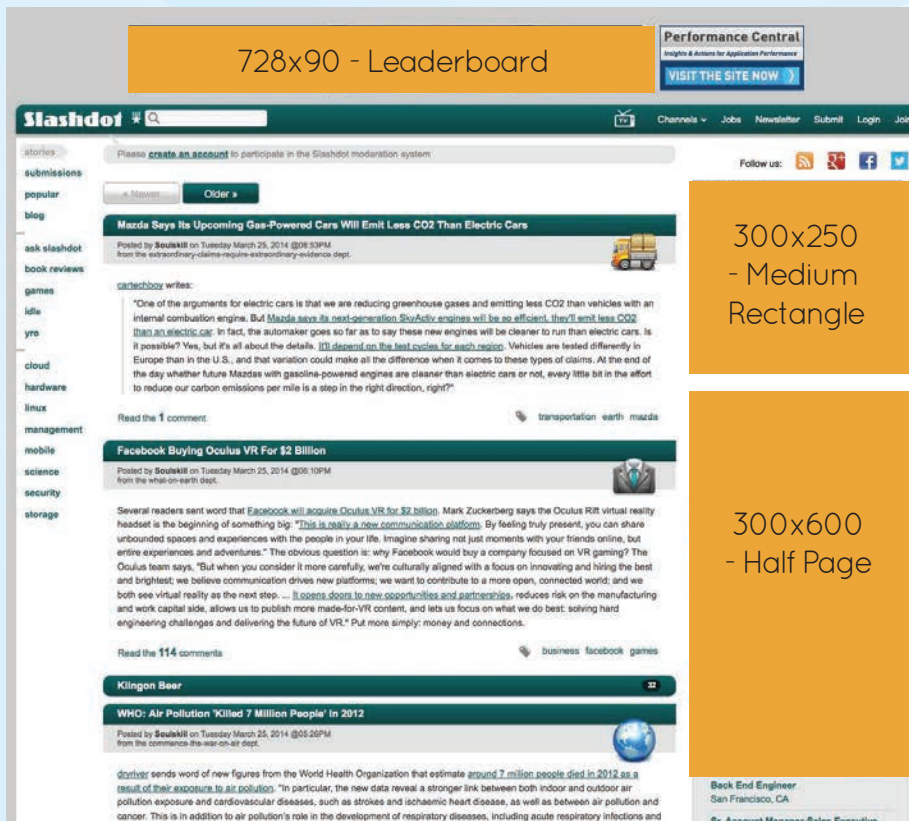
 Uniques per month

● 400k USA



# Slashdot.org Adspecs

Standard



The screenshot shows the Slashdot.org website interface. At the top, there's a navigation bar with the Slashdot logo, a search bar, and links for Channels, Jobs, Newsletter, Submit, Login, and Join. Below the navigation bar, there's a section titled "728x90 - Leaderboard" with a "Performance Central" advertisement. The main content area displays a list of articles, including "Mazda Says Its Upcoming Gas-Powered Cars Will Emit Less CO2 Than Electric Cars" and "Facebook Buying Oculus VR For \$2 Billion". Each article includes a title, author, date, and a brief excerpt. On the right side of the screenshot, there are two large orange boxes representing ad sizes: "300x250 - Medium Rectangle" and "300x600 - Half Page".

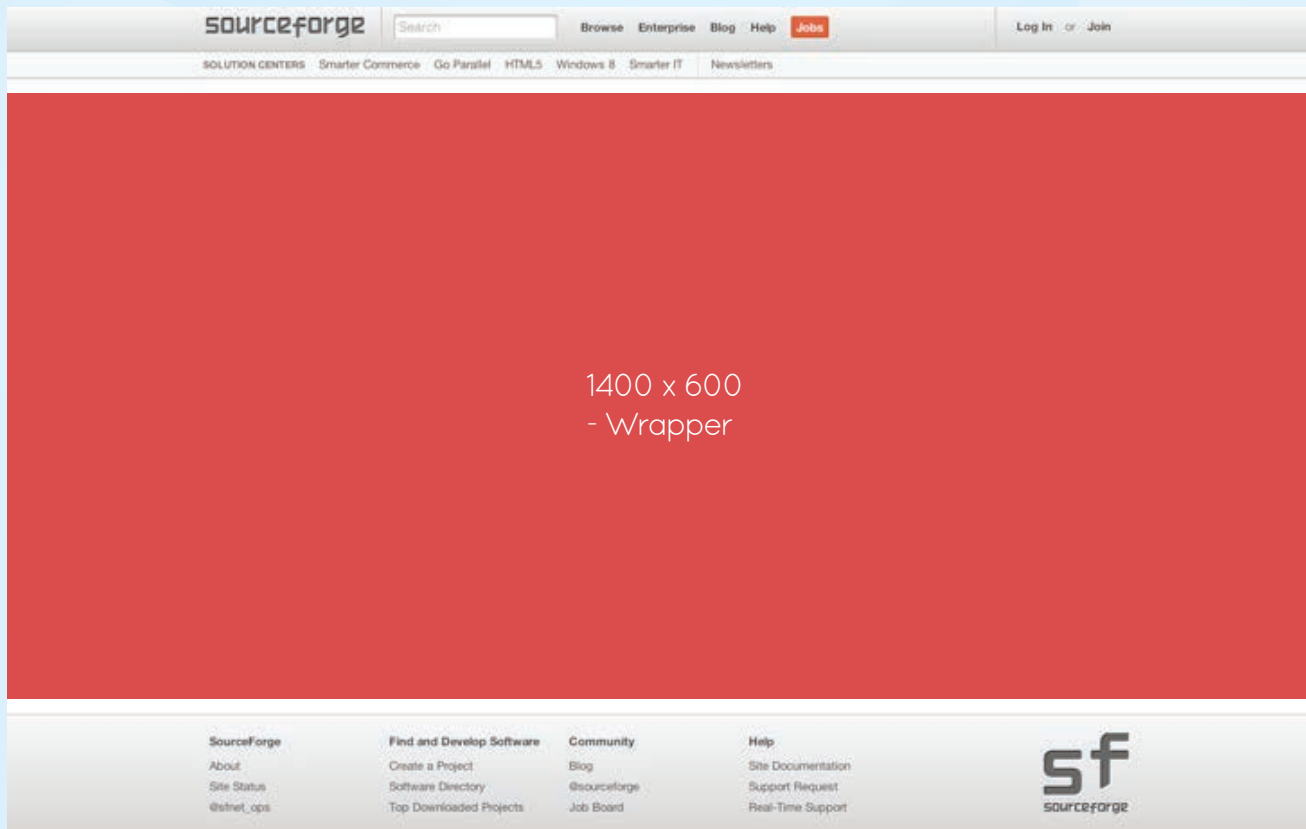
300x250  
- Medium  
Rectangle

300x600  
- Half Page

Back End Engineer  
San Francisco, CA  
Sr. Account Manager/Sales Executive

# Slashdot.org Adspecs

★ Rich Media / Rising Stars

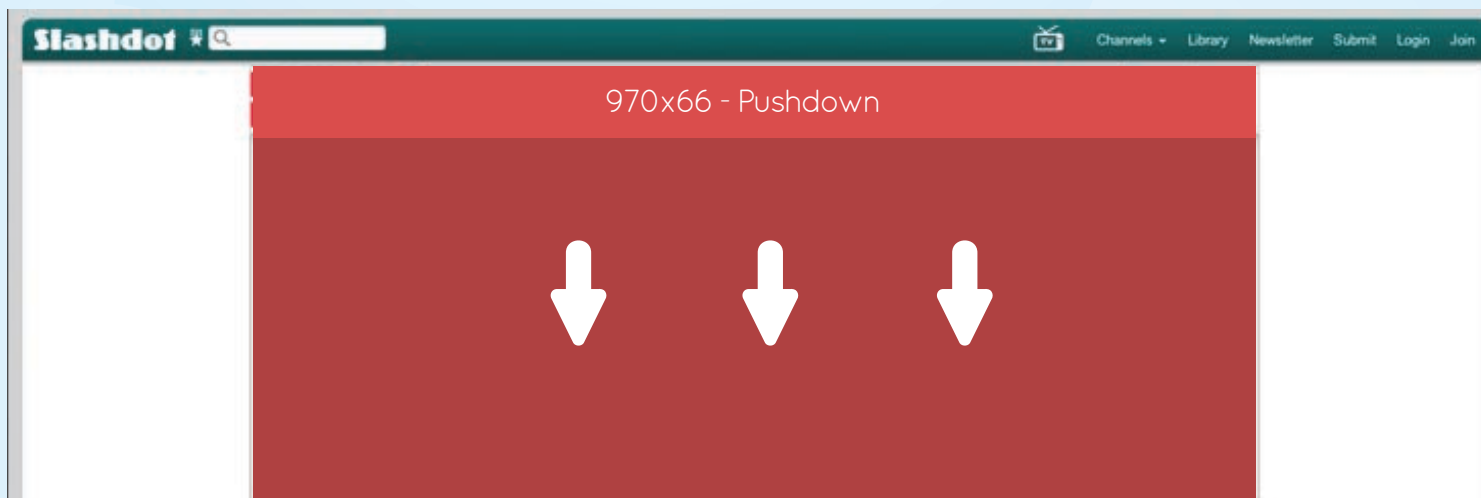


The screenshot shows the SourceForge website layout. At the top, there is a navigation bar with the SourceForge logo, a search box, and links for Browse, Enterprise, Blog, Help, and Jobs. Below this is a secondary navigation bar with links for SOLUTION CENTERS, Smarter Commerce, Go Parallel, HTML5, Windows 8, Smarter IT, and Newsletters. The main content area is a large red rectangle. In the center of this red area, the text "1400 x 600 - Wrapper" is displayed. At the bottom of the page, there is a footer with four columns of links: SourceForge (About, Site Status, @sfnet\_ops), Find and Develop Software (Create a Project, Software Directory, Top Downloaded Projects), Community (Blog, @sourceforge, Job Board), and Help (Site Documentation, Support Request, Real-Time Support). The SourceForge logo is also present in the bottom right corner of the footer.

# Slashdot.org

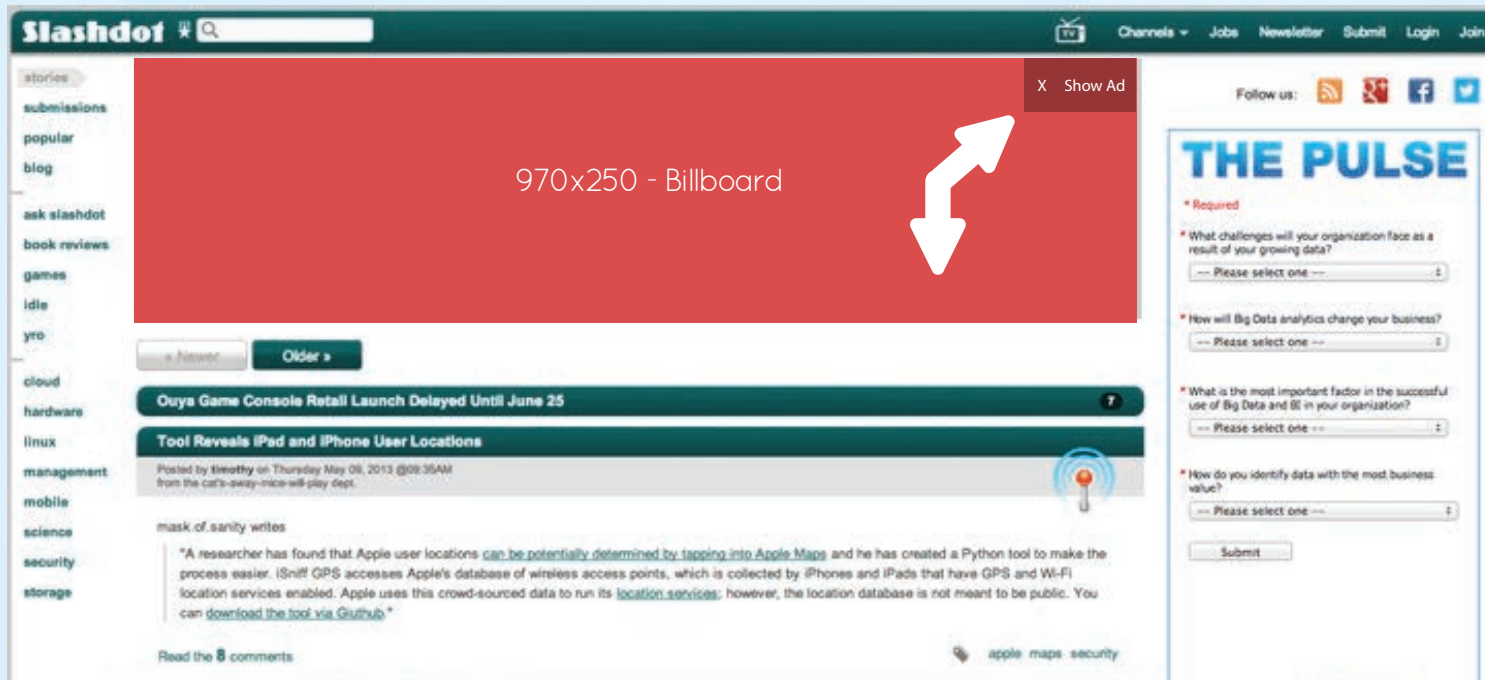
## Adspecs

★ Rich Media / Rising Stars



# Slashdot.org Adspecs

## ★ Rich Media / Rising Stars



The screenshot shows a Slashdot.org page with a large red billboard advertisement. The billboard contains the text "970x250 - Billboard" and a white double-headed arrow. The page layout includes a top navigation bar with the Slashdot logo, a search bar, and links for Channels, Jobs, Newsletter, Submit, Login, and Join. On the left is a sidebar with various category links. The main content area features a news item titled "Ouya Game Console Retail Launch Delayed Until June 25" and "Tool Reveals iPad and iPhone User Locations". On the right, there is a "THE PULSE" section with several poll questions and a "Submit" button.

Slashdot

Channels Jobs Newsletter Submit Login Join

stories

submissions

popular

blog

ask slashdot

book reviews

games

idle

yro

cloud

hardware

linux

management

mobile

science

security

storage

X Show Ad

970x250 - Billboard

Follow us: RSS YouTube Facebook Twitter

**THE PULSE**

\* Required

\* What challenges will your organization face as a result of your growing data?  
-- Please select one --

\* How will Big Data analytics change your business?  
-- Please select one --

\* What is the most important factor in the successful use of Big Data and BI in your organization?  
-- Please select one --

\* How do you identify data with the most business value?  
-- Please select one --

Submit

News: Ouya Game Console Retail Launch Delayed Until June 25

News: Tool Reveals iPad and iPhone User Locations

Posted by [Breathy](#) on Thursday May 09, 2013 @09:35AM from the [cat's-away-nice-will-play-dept.](#)

[mask of sanity](#) writes

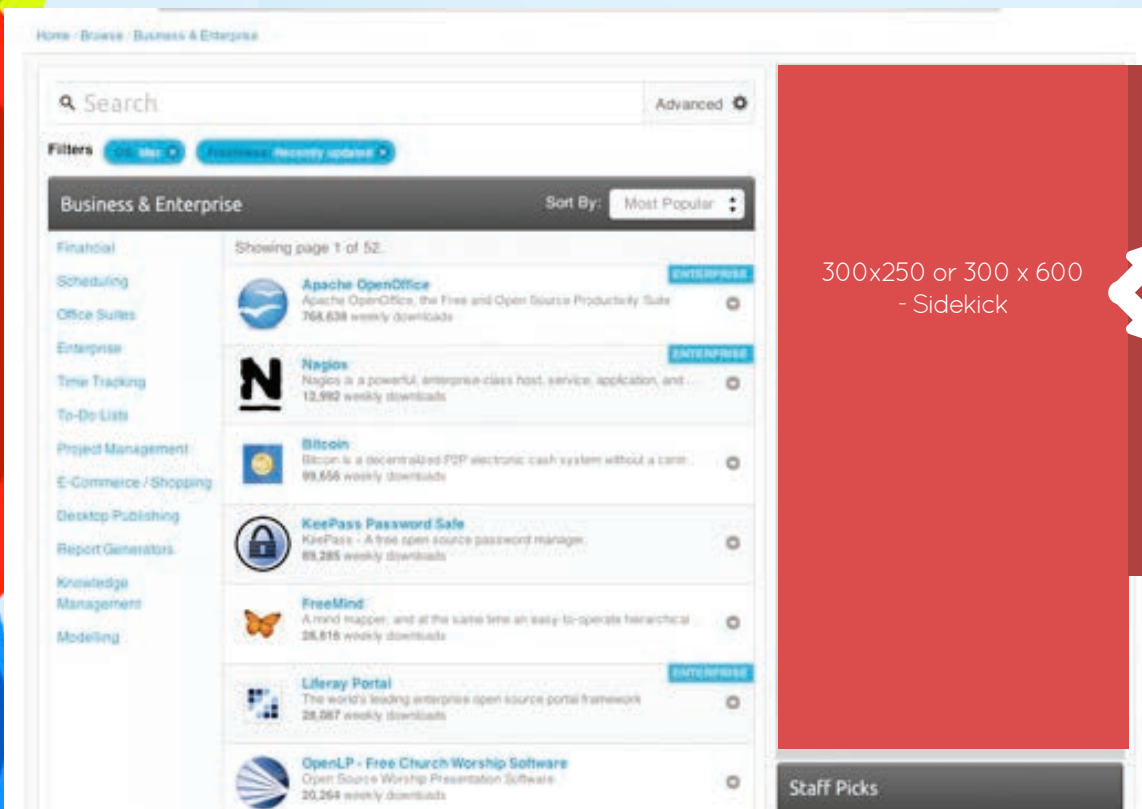
"A researcher has found that Apple user locations [can be potentially determined by tapping into Apple Maps](#) and he has created a Python tool to make the process easier. iSniff GPS accesses Apple's database of wireless access points, which is collected by iPhones and iPads that have GPS and Wi-Fi location services enabled. Apple uses this crowd-sourced data to run its [location services](#); however, the location database is not meant to be public. You can [download the tool via Github](#)."

Read the [8](#) comments

apple maps security

# Slashdot.org Adspecs

★ Rich Media / Rising Stars



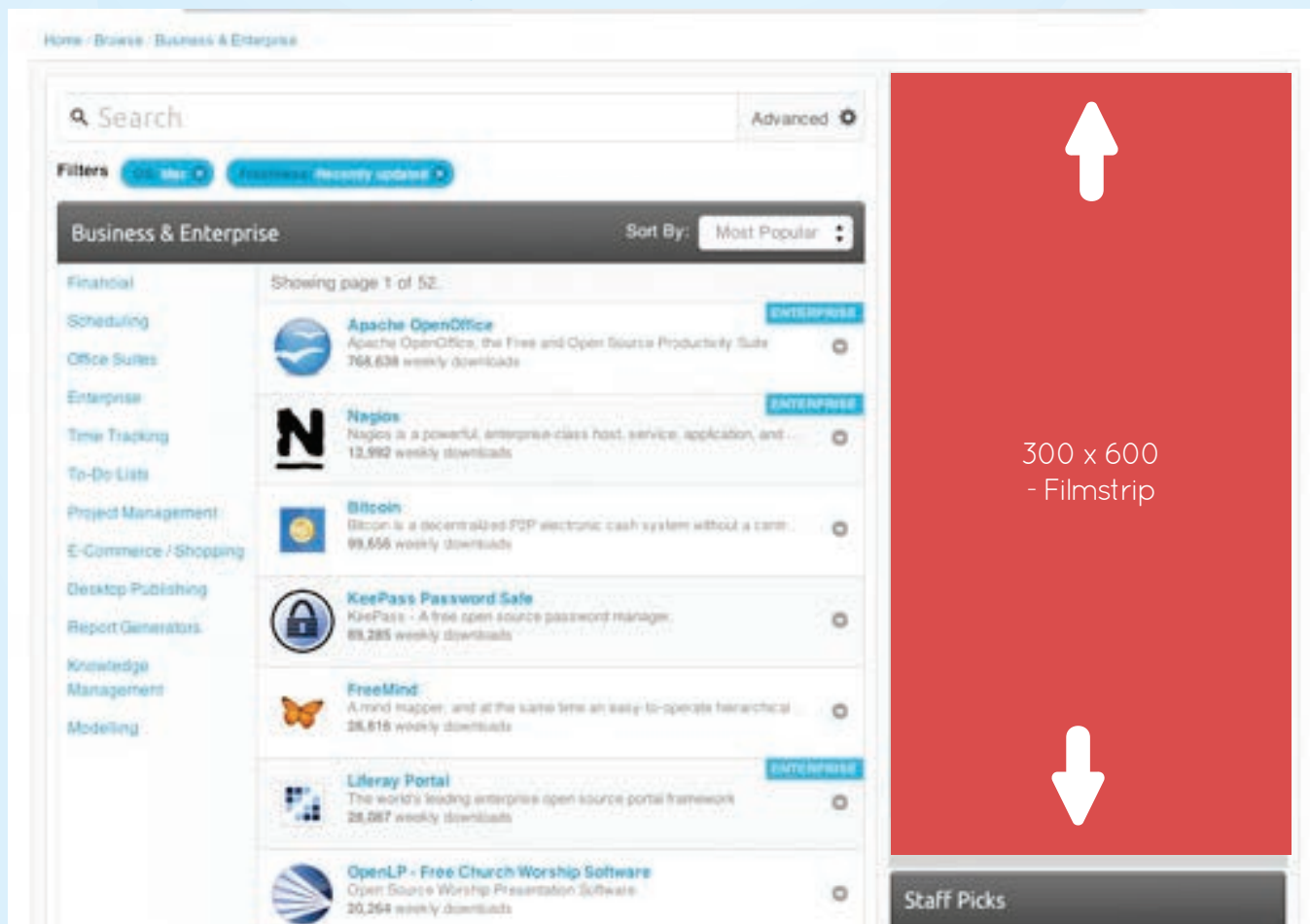
300x250 or 300 x 600  
- Sidekick



850x700 - Sidekick (Expanded)

# Slashdot.org Adspecs

★ Rich Media / Rising Stars



The screenshot shows the Slashdot.org website interface for the 'Business & Enterprise' category. The page features a search bar, filters, and a list of software products. A large red rectangular area on the right side of the page is highlighted, indicating the location for a 300 x 600 - Filmstrip advertisement. The red area is bounded by white arrows pointing up and down. Below the red area, a 'Staff Picks' section is visible.

Category	Product Name	Weekly Downloads	Enterprise
Business & Enterprise	Apache OpenOffice	765,638	Yes
Business & Enterprise	Nagios	13,992	Yes
Business & Enterprise	Bitcoin	89,656	No
Business & Enterprise	KeepPass Password Safe	89,285	No
Business & Enterprise	FreeMind	28,818	No
Business & Enterprise	Liferay Portal	28,287	Yes
Business & Enterprise	OpenLP - Free Church Worship Software	20,264	No



# Slashdot.org Adspecs

★ Rich Media / Rising Stars

The image shows a screenshot of the SourceForge website with several ad specifications overlaid on it. The specifications are as follows:

Ad Position	Dimensions	Orientation	Notes
Logo	270x40	-	
Top App (Primary App Expanded)	613x460	- Portrait	
Top App (Primary App)	270x460	- Portrait	
2nd App (Expanded)	405x305	- Portrait	
2nd App	270x202	- Portrait	
2nd App (Expanded)	405x305	- Portrait	
2nd App	270x202	- Portrait	

The screenshot shows the SourceForge website with a search bar, navigation links, and a list of top apps. The ad specifications are overlaid on the website content, with arrows pointing to the corresponding ad positions.

# Slashdot.org Adspecs

★ Rich Media / Rising Stars

sourceforge

SOLUTION CENTERS Smarter Commerce Go Parallel HTML5 Windows 8 Smarter IT Newsletters

See what Accuweather built for Windows Store. [Get Started](#) Windows 8

Sign up for the **Slashdot** Daily News!

Home: Books Cataloging / FileBot

Summary Files Reviews Support Wiki Code News Discussion

**FileBot**

The ultimate TV and Movie Renamer / Subtitle Downloader

134 Recommendations  
6,587 Downloads (This week)  
Last Update: 1 day ago

Download

270x460 - Book Ends (Right Side)

270x460 - Book Ends (Left Side)

Description

FileBot is the ultimate tool for renaming your movies, tv shows or write and downloading subtitles. It's smart, streamlined for simplicity and just works. FileBot supports Windows, Linux and Mac, plus there's a full-featured command-line interface for all sorts of automation.

FileBot Web Site

Follow @filebot\_renamer

Categories: Cataloging, File Management, File Sharing License: GNU General Public License version 2.0 (GPLv2)

Features

- A simple user-interface tuned for drag-and-drop
- Rename hundreds of media files in a matter of seconds
- Fetch episode lists from TVRage, AnDB or TheTVDB
- Download subtitles from OpenSubtitles, Subscene or Sublight
- Find exact/linked subtitles from OpenSubtitles and Sublight
- Easily create and verify sfx, mds and sha1 files

Recommended Projects

SimpleMovieRenamer

Latest Tech Jobs

Senior Java Developer (Lib Tools)

Product Support Manager

Coneix - Anaheim, CA

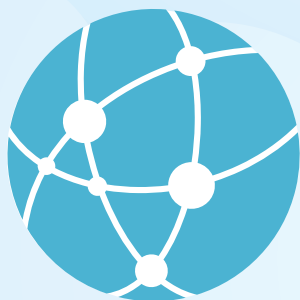
Dr. Net Developer (2)

## Slashdot.org

Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult



## SourceForge.net

### Overview

SourceForge is a web-based source code repository. It acts as a centralized location for software developers to control and manage free and open source software development.

SourceForge offers free access to hosting and tools for developers of free / open source software, competing with other providers such as GitHub, RubyForge, Tigris.org, BountySource, Launchpad, BerliOS, JavaForge, GNU Savannah, and Gitorious. This site reaches over 2.5 million U.S. monthly people.

 **Vertical**



Tech Downloads

---

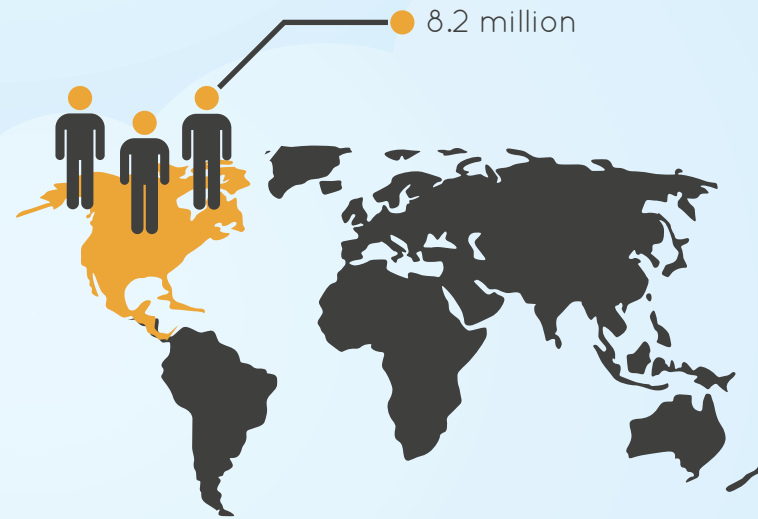
**SourceForge.net**  
Demographics

## SourceForge.net Traffic

 Uniques per month



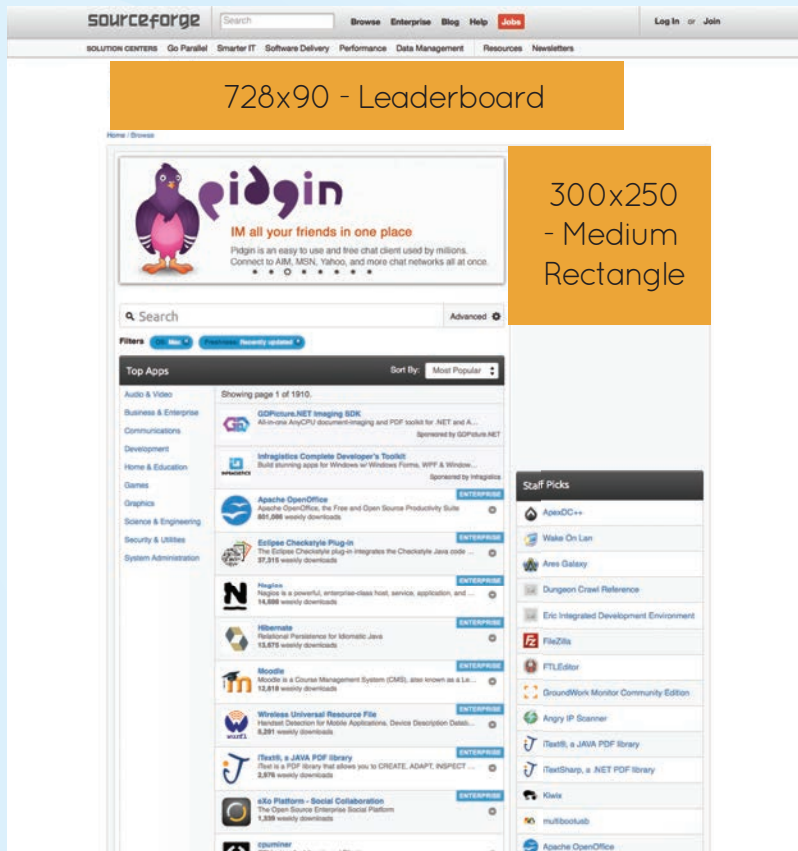
 Monthly impressions



# SourceForge.net

## Adspecs

Standard



The screenshot shows the SourceForge.net website interface. At the top, there is a navigation bar with the SourceForge logo, a search bar, and links for 'Browse', 'Enterprise', 'Blog', 'Help', and 'Jobs'. Below the navigation bar, there are links for 'SOLUTION CENTERS', 'Go Parallel', 'Smarter IT', 'Software Delivery', 'Performance', 'Data Management', 'Resources', and 'Newsletters'. A large orange banner at the top of the main content area reads '728x90 - Leaderboard'. Below this banner, there is a featured ad for 'pidgin' with the text 'IM all your friends in one place'. To the right of the main content area, there is a vertical orange banner that reads '300x250 - Medium Rectangle'. The main content area is divided into several sections: 'Top Apps' (showing a list of applications like GDPicture.NET, Infragistics Complete Developer's Toolkit, Apache OpenOffice, etc.), 'Staff Picks' (showing a list of recommended applications like ApexDC++, Wake On Lan, etc.), and a 'Search' section with filters and advanced options.

## SourceForge.net

Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult





## AolRadio.com

### Overview

AOL Radio powered by Slacker (formerly AOL Radio powered by CBS Radio, and prior AOL Radio featuring XM) is an online radio service available in the United States only.

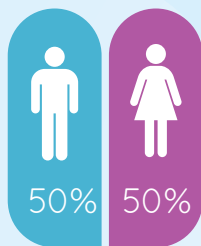
 Vertical



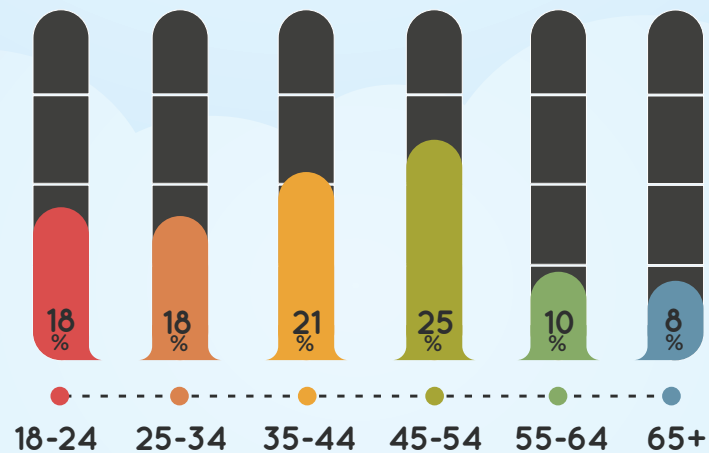
Music

## AolRadio.com Demographics

### Gender



### Age

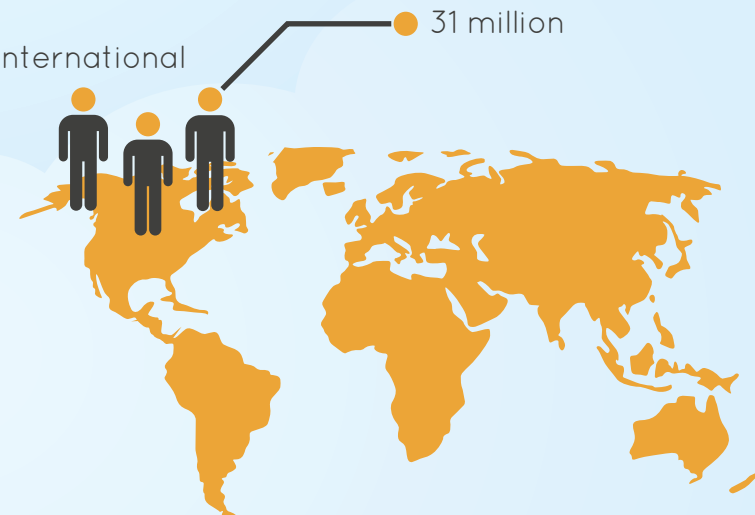


## AolRadio.com Traffic

 Uniques per month



 Monthly impressions



### AolRadio.com Adspecs

#### Standard



The screenshot displays the AOL Radio interface for ABC News. At the top, there's a navigation bar with 'Aol Radio.', social media icons, and a search bar. Below this is a '728x90 - Leaderboard' ad slot. The main content area features a 'HEADLINES' section with an 'abc' logo and the text 'ABC News Dave Packer ABC News Update from: Newscast 0:00 / 0:00'. Below the headline is a music player interface with play, skip, and heart icons. A navigation bar at the bottom of the main content area includes 'AOL STATIONS', 'MUSIC GUIDE', and 'MY MUSIC'. To the right of the main content is a vertical 'Feedback' button. Below the main content, there are two '300x250 - Medium Rectangle' ad slots. The first slot is positioned to the right of a large 'abc NEWS' logo. The second slot is positioned to the right of a 'Station Description' block. The footer contains the AOL.com logo, copyright information for 2014 AOL Inc., and a 'POWERED BY SLACKER' logo.

Aol Radio. Create Station Create Playlist Enter an artist, song, album, or genre Search Sign In | Google | Connect | AOL Radio

Welcome to AOL Radio. Click here for news, updates and FAQs.

728x90 - Leaderboard

HEADLINES | ABC News  
Dave Packer  
'ABC News Update'  
from: Newscast  
0:00 / 0:00

AOL STATIONS MUSIC GUIDE MY MUSIC Feedback

Back | ABC News

300x250 - Medium Rectangle

300x250 - Medium Rectangle

Station Description: ABC News Radio offers listeners a full service news station. You'll hear a mix of the day's most compelling news including Headlines, US and World news, Sports, Business, Politics and more. New stories are added frequently throughout the day and you have the power to skip or pause the news as you listen. So, tune in and stay up-to-date with ABC News.

Looking for the old site? [Click here](#)

©2014 AOL Inc. All Rights Reserved. | AOL | Bing | MSN  
AOL Radio for iPhone & iPad | AOL Radio for Android | [Advertise](#) | [Privacy Policy](#)  
[Terms of Use](#) | [About Our Ads](#) | [Newsletter](#)

Part of AOL Music

POWERED BY SLACKER

## AolRadio.com

Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult



## RVTrader.com Overview

Database of recreational vehicle ads. Also includes categories for wanted ads, parts, and dealer mall.

This site reaches over 219K U.S. monthly people. The typical visitor shops at Crate & Barrel, banks at Wells Fargo, and visits americanexpress.com.

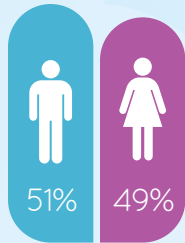
 Vertical



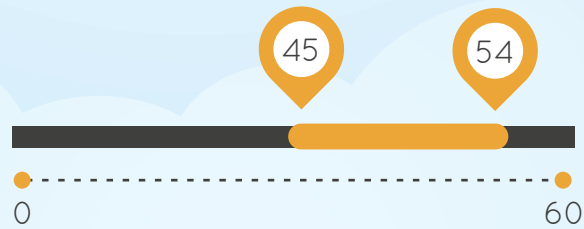
Recreational  
Vehicles Listing

## RVTrader.com Demographics

### Gender



### Age range



## RVTrader.com Traffic

📍 Uniques per month

2.4 million USA



📈 comScore Ranking

Ranked  
#1  
RV site



💰 HHI

75k+



👤 Monthly impressions

550 million





# RVTrader.com Aspects

Standard

The screenshot shows the RVTrader.com homepage. At the top is a green navigation bar with the RV Trader logo, a plus sign for more options, and links for 'Sign In', 'Join Now', and 'Help'. Below this is a secondary navigation bar with categories like 'Find', 'Sell', 'RV Dealers', 'RV Parts & Accessories', and 'Resources'. A 'Sell My RV' button is also present.

The main content area features a search section with a 'Find 111,141 New & Used RVs for Sale' header. It includes a search form with filters for 'by Make', 'by Type', 'by State', and 'New!'. The form has dropdown menus for 'Select Type (All)', 'Select Manufacturer (All)', and 'Type in a Model (Optional)'. It also includes fields for 'Year' (Any to Any) and 'Zip (Optional)'. A 'Search' button is located at the bottom right of the form.

Below the search form is a 'Featured RVs for Sale' section with a 'Manage Locations' link and a 'View All' button. It displays five RV listings with images, model names, years, and prices:

- 2009 Jayco Embark Qx330: \$130,000, Russellville, AR
- 2013 Heartland Big Horn: \$30,795, Muskegon, MI
- 2006 Thor Motor Coach 36...: \$23,500, Simi Valley, CA
- 2012 Recreation By Design...: \$65,000, Blainstown, NJ
- 2007 Liberty Coach Eleg...: CALL FOR PRICE, Stuart, FL

Below the featured RVs is a large orange box labeled '728x90 - Leaderboard'. At the bottom of the page are sections for 'RV Tips & Resources' and 'RV Articles', each with a list of links to helpful content.

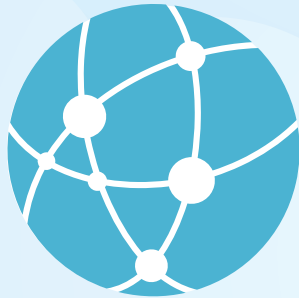
300  
x  
600  
- Half Page

# RVTrader.com

## Targeting capabilities, Prohibited ad types

### Targeting

Geo



### Prohibited

Alcohol,  
Tobacco



Adult



## Homes.com

### Overview

Nationwide directory of houses for sale, real estate listings, home financing, mortgage companies and brokers. This site reaches over 1.1 million U.S. monthly people. The typical visitor eats at Taco Bell and shops at Kroger.



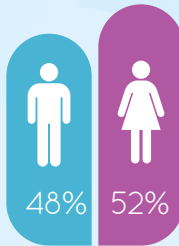
Vertical



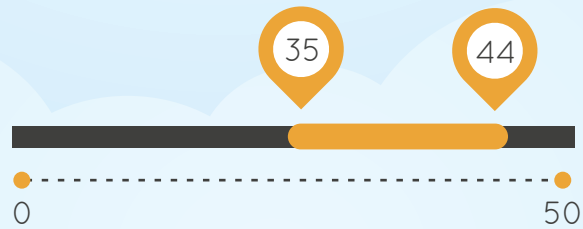
Home Search

## Homes.com Demographics

### Gender



### Age range



## Homes.com Traffic

### Uniques per month



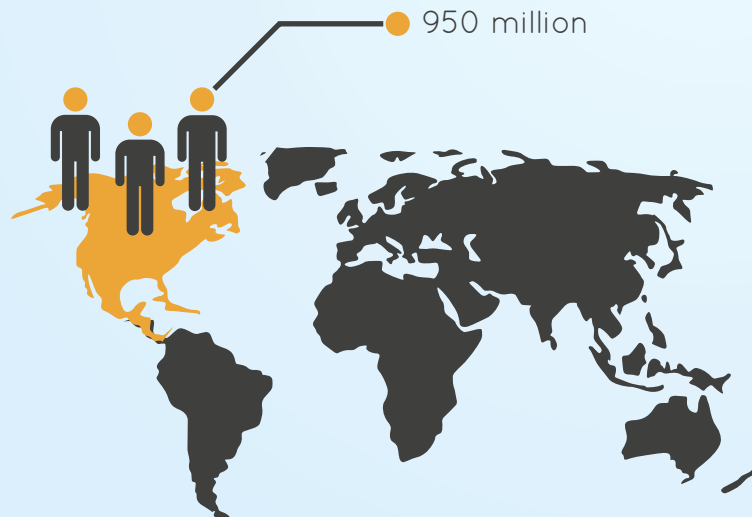
### comScore Ranking



### \$ HHI

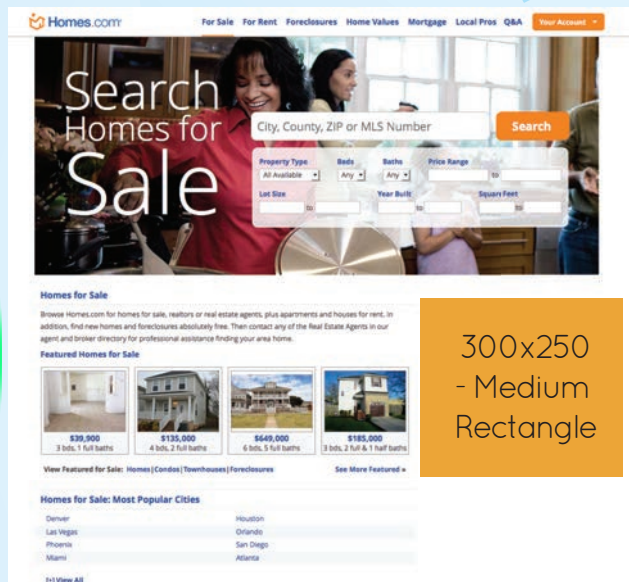


### Monthly impressions



# Homes.com Adspecs

Standard



The screenshot shows the Homes.com search page. At the top, there are navigation links: For Sale, For Rent, Foreclosures, Home Values, Mortgage, Local Pros, Q&A, and Your Account. The main search area features a large 'Search Homes for Sale' heading and a search bar for 'City, County, ZIP or MLS Number'. Below the search bar are filters for Property Type, Beds, Baths, Price Range, Let Size, Year Built, and Square Feet. A 'Search' button is located to the right of the search bar. Below the search area, there is a section titled 'Homes for Sale' with a brief description and a 'Featured Homes for Sale' section displaying four property listings with their prices and features. At the bottom, there is a 'Homes for Sale: Most Popular Cities' section with a list of cities and a 'View All' link.

300x250  
- Medium  
Rectangle

## Homes.com

### Targeting capabilities, Prohibited ad types

#### Targeting

Geo



Contextual



#### Prohibited

Alcohol,  
Tobacco



Adult

