

Advertising Standards and Guidelines

BlogHer provides the opportunity for advertisers to run sponsorships on BlogHer.com and its network of 2,200 member blogs. Ad network blogs are given the option of refusing pre-defined advertisers on their blogs, at the time of their registration in the BlogHer Ad Network. BlogHer will inform advertisers when this occurs. All members in BlogHer's Ad Network must abide by the same editorial standards as we require on BlogHer.com:

Editorial Guidelines:

Everything published on the BlogHer Network is content: Posts, comments, forum messages, poll responses, audio, video, text, images, you name it. BlogHer embraces diversity of opinions and values, but we insist that content may not include anything unacceptable.

We define unacceptable content as anything included or linked that is:

- Being used to abuse, harass, stalk or threaten a person or persons
- Libelous, defamatory, knowingly false or misrepresents another person
- Infringes upon any copyright, trademark, trade secret or patent of any third party. (If a blogger quotes or excerpts someone's content, it is her responsibility to provide proper attribution to the original author. For a clear definition of proper attribution and fair use, please see The Electronic Frontier Foundation's Legal Guide for Bloggers at this URL: [http://www.eff.org/bloggers/lg/.](http://www.eff.org/bloggers/lg/))
- Violates any obligation of confidentiality
- Violates the privacy, publicity, moral or any other right of any third party
- Contains only paid advertising links and/or "Stupid Pointless Annoying Messages" a.k.a. SPAM. For BlogHer's purposes, we define SPAM as anything that qualifies as nonsense unrelated to the discussion, either in comments on a blog or in our forums. This nonsense may take classic forms (e.g., simple links to unrelated content that are often advertising or e-commerce), or more insidious forms.

ADVERTISING RATES:

- All rates are quoted in net dollars.
- BlogHer typically has a minimum buy of \$10,000 on BlogHer.com, or a segment of the BlogHer Ad Network, and \$25,000 for any campaigns

requiring custom production or promotion campaign.

- All Insertion Orders are subject to the terms and provisions of BlogHer's then current rate card. Rates and terms are subject to change without notice. BlogHer reserves the right to refuse or cancel any Insertion Order, without cause, at any time. All Insertion Orders are subject to acceptance by BlogHer. Campaign rates reflect the rate card at the time of signing.

PRODUCTION FEES:

All production fees are non-refundable upon signing of the insertion order. All fees for production work will be billed either prior to the launch of the advertising campaign or concurrent with the first month's billing.

ADVERTISING SPECIFICATIONS

Leaderboard (728x90)

Image width	728 pixels
Image height	90 pixels
Maximum file size	30k GIF/JPEG; 40k Flash
Animation	Up to 3 frames; 3 loops max; 15 seconds max; no strobe or flashing effects
3rd party serving	Yes
Flash	Yes—please refer to Flash specifications below
Rich Media	Yes, accepted on a case-by-case basis —please refer to Rich Media specifications below

Wide Skyscraper (160x600)

Image width	160 pixels
Image height	600 pixels
Maximum file size	30k GIF/JPEG; 40k Flash

Animation	Up to 3 frames; 3 loops max; 15 seconds max; no strobe or flashing effects
3rd party serving	Yes
Flash	Yes—please refer to Flash specifications below
Rich Media	Yes, accepted on a case-by-case basis —please refer to Rich Media specifications below

Medium Rectangle (300x250)

Image width	300 pixels
Image height	250 pixels
Maximum file size	30k GIF/JPEG; 40k Flash
Animation	Up to 3 frames; 3 loops max; 15 seconds max; no strobe or flashing effects
3rd party serving	Yes
Flash	Yes—please refer to Flash specifications below
Rich Media	Yes, accepted on a case-by-case basis —please refer to Rich Media specifications below
In-Unit Video Ad	<ul style="list-style-type: none"> • Video can be host or user initiated with visible Play/Pause, Audio/Mute, and Stop controls • User-initiated Audio on click. No host-initiated audio is permitted. • Must have a clearly visible “mute” and “stop” functionality • 600kbps max

Rich Media Expandable Banners (Prior approval may be necessary)

Initial file size	40k
Secondary loads	Up to 3 subsequent download streams permitted. Max 100k weight on the page.
Max animation time	15 seconds

Expansion method	User-initiated rollover or click
Collapse method	Enable mouse-off retraction
"Close" button	Prominent "Close" button required on all expandable ads
Audio	User-initiated Audio on click. No host-initiated audio is allowed.
Video	Video can be host- or user-initiated with visible Play/Pause, Audio/Mute, and Stop controls
Max Expanded Size	728x90 - expandable up to 728x270 (3 x height, down) 300x250 - expandable up to 300x500 (2 x height) 160x600 - expandable up to 480x600 (3 x width, left or right)

Adobe Flash Requirements

Flash Version	Publish in versions 6, 7, or 8—must function in Flash players version 6.0 and higher
Secondary Loads	<ul style="list-style-type: none"> Initial download limited to 40k. Up to three additional download streams initiated by user clicks are permitted. Each additional stream may not exceed 35k. Total weight on page not to exceed 100k.
Other Adobe Flash Required Elements	<ul style="list-style-type: none"> Must submit a .swf file as well as alternate image in GIF/JPEG format for non-Flash enabled users. Alternate image must meet file size specifications for standard creative Click-through URL; must be identical for .swf file and back-up image
Frame Rate	Not to exceed 18 fps; 12 fps preferred
Animation	<ul style="list-style-type: none"> 15 seconds max Additional animation upon rollover is allowed as long as animation ceases when user rolls off the ad
Audio	<ul style="list-style-type: none"> Allowed upon user-initiated click only Clearly labeled on/off or mute button must be visible at all times
External Calls	Not permitted, including but not limited to: RSS feeds, XML, or video
Additional Notes	<ul style="list-style-type: none"> getURL function: Specify as (clickTAG, "_blank") "clickTAG" is case-sensitive Set wmode as "transparent" (<PARAM NAME=wmode VALUE="transparent">)

Submission Lead Times and Deadlines

- All creative assets must be submitted with applicable linking URLs; creative assets submitted without functional, linking URLs may be subject to late-creative pro-rata fees
- GIF/JPEG: Two (2) business days before campaign launch day
- Flash/SWF: Five (5) business days before launch

- Pre-roll: Five (5) business days before launch
- Special Offer Page text and graphics: Five (5) business days before launch
- Newsletters: Five (5) business days before distribution

Ad formats that are NOT approved and would need to be considered on a case by case basis:

- Pop-ups
- Pop-unders
- Floating ads, a.k.a. "out-of-banner"
- Interstitials
- Superstitials

Terms & Conditions:

General Standards:

- BlogHer must approve all ads and promotional copy
- Any creative that alters the mouse pointer from its original form is not supported, even if the alteration occurs only within the advertisement.
- Grammar, punctuation, and style edits may be made to follow BlogHer style guidelines.

Late Creative Submission Policy

- Creative that is not supplied within the timeframes outlined above, and with no prior notice of being late (within 10 business days of campaign launch), may be subject to pro-rata charges.
- BlogHer reserves the right to rescind bonus impressions offered on campaigns with late creative.

Third-Party Ad Serving Tracking and Reporting:

Though BlogHer may serve ads redirected from the client's Third Party Ad Server, guarantee fulfillment will be governed by BlogHer's ad server and not those of the Third Party ad server or reporting software.

BlogHer serves advertising via 24-7/RealMedia's Open Ad Server (OAS). We track and pay every blogger on the network based on OAS data. All advertisers have immediate access to campaign reporting and may receive upon request a Web-based, password-enabled account from which to track their campaign's performance.

In the event that an agency requests tracking on its own Third-Party Ad Server, BlogHer will install the client's tracking code in OAS to allow tracking from both platforms. However, reporting back to bloggers and invoicing will

be based on OAS numbers. Invoicing will adhere to IAB-standard variance policy, allowing for a 10 percent overage or underage discrepancy.

In the event that client must be invoiced based on their Third-Party Ad Server report, BlogHer reserves the right to request the following options:

Client agrees to allow for any overage served on the BlogHer Ad Network to be applied to a make-good on the BlogHer.com Web site. Client agrees to provide a password-enabled account access to Third-Party Ad Server reporting

Make goods:

Make goods will be provided by extending the order beyond the contracted flight period until all guaranteed impressions are delivered.