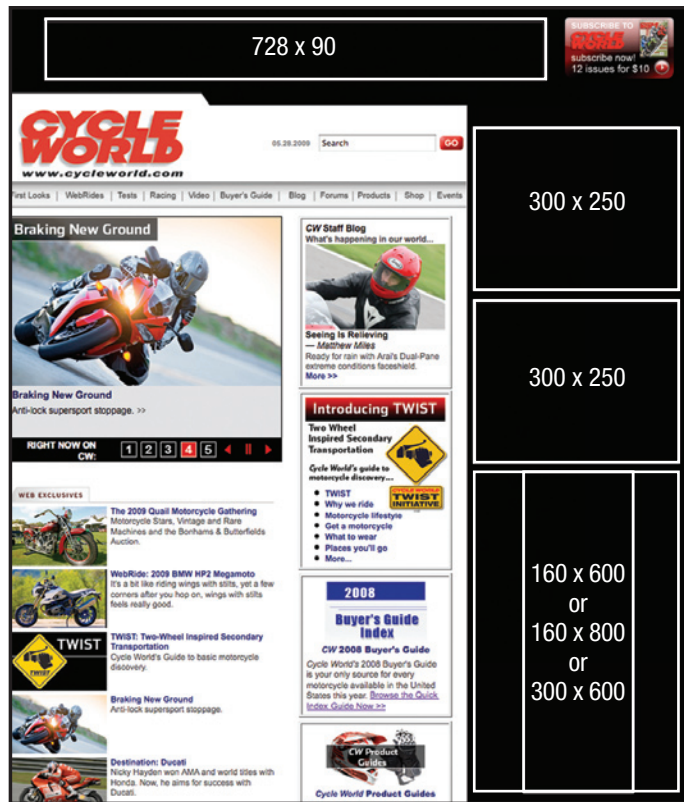


Online Advertising Rate and Specifications Card



cycleworld.com:
the fastest growing motorcycle destination on the web!

- The latest information from around the world of motorcycling
- Web Exclusives and WebRides
- Online Buyer's Guide
- Forums
- CW Staff Blog
- Features
- Original Videos
- Photo Galleries

The cycleworld.com Visitor:

Female:	26%
Male:	74%
Average age:	42.9
Average income:	\$86,236
M/C Ownership:	63%
M/C plan to purchase:	56%
Visitors who also visit manufacturer sites:	44%
Visitors who visit no other m/c websites:	27%

STANDARD UNITS				
Creative Dimensions	Max File Size	Creative Formats Accepted	Animation/Loops	CPM
300x250 ¹	40K	GIF, JPEG, Standard 3rd Party Tags	30 secs/unlimited	\$30
728x90	40K	GIF, JPEG, Standard 3rd Party Tags	30 secs/unlimited	\$30
160x600/ 160x800	40K	GIF, JPEG, Standard 3rd Party Tags	30 secs/unlimited	\$35
300x600	40K	GIF, JPEG, Standard 3rd Party Tags	30 secs/unlimited	\$35

Lead time: 3-5 business days. ¹300x250 advertisements are embedded within editorial content

RICH MEDIA EXPANDABLE AND FLOATING UNITS				
Creative Dimensions	Max File Size	Creative Formats Accepted	Animation/Loops	Lead Time
160x600 > 400x600 ² (expand/open left)	100K (Initial-30K; Polite Load-70K)	3rd Party Rich Media	30 secs/unlimited	5 business days
320x250 > 500x250 ² (expand/open left)	100K (Initial-30K; Polite Load-70K)	3rd Party Rich Media	30 secs/unlimited	5 business days
728x90 > 728x180 ² (expand/open down)	100K (Initial-30K; Polite Load-70K)	3rd Party Rich Media	30 secs/unlimited	5 business days

²All expandables and floaters must be user-initiated. A close button is required in the upper right corner.

To learn more,
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