



Minyanville.com

Minyanville is a media company that creates branded properties to entertain and educate people interested in finance. **Minyanville is an Emmy Award -Winning media company.** *We create branded Business & Finance content that informs, educates, and entertains.*

www.minyanville.com is the premier media destination. Our platform includes a combination of financial insight, education and entertainment. We offer marketers a community of affluent and engaged readers unmatched by rivals.

Our Site Traffic:

- **2 million+ unique monthly visitors**
- **10 Million+ monthly page views**

Source: Google Analytics (Dec 2009)

Our Demographics:

High net-worth, tech-savvy, Investors and business decision-makers.

- **72% Adults 25-54**
- **78% HHI \$75,000+**
- **84% College Graduate**
- **38% Post Graduate**
- **79% Business Decision-Makers**
- **61% Visited Minyanville.com in past month**
- **73% Manage personal investments of \$100,000+**
- **93% Conduct 4+ trades per month**
- **77% follow the market in real time via the Internet**



Source: Google Analytics (Dec 2009)

Creative Specifications:

[Standard Banners – 728x90, 300x250, 300x600, 129x90, 88x31](#)

[Pushdown Leaderboard – 970x66 \(970x418 expanded\)](#)

[Homepage Slider Unit – 682x260](#)

[Interstitial - 640x480](#)

[Button - 120x90](#)

[MicroButton - 88x31](#)

[Text Ad](#)

[PreRoll Video](#)

[Newsletter Medium Rectangle - 300x250](#)

[Newsletter Leaderboard - 728x90](#)

Standard Banner

Dimension	728x90, 300x250, 300x600, 300x250, 129x90, 88x31	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	All third party tags must follow above requirements. -- JavaScript tags are recommended -- Tags should support Caching busters -- Iframe tags must support click commands -- Tags should be activated 2 days prior to broadcast	
Formats Supported	GIF, animated GIF, JPEG, SWF, PNG	



Pushdown Leaderboard

Dimension	970x66 (970x418 expanded)	
File Size	Image (JPEG/GIF)	50kb
	Flash (SWF)	70kb
Click Tag	Position: All visible areas of the Ad	
Animation	30 Sec Max per Loop	25 fps max
Flash Version	Flash 8 or above	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 50kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	5 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	<p>All third party tags must follow above requirements.</p> <ul style="list-style-type: none"> -- JavaScript tags are recommended -- Tags should support Caching busters -- Iframe tags must support click commands -- Tags should be activated 2 days prior to broadcast 	
Formats Supported	GIF, animated GIF, JPEG, SWF, PNG	



Homepage Slider

Dimension	682x260	
File Size	Image (JPEG/GIF)	50kb
	Flash (SWF)	70kb
Click Tag	Position: All visible area of the Ad	
Animation	30 Sec Max per Loop	25 fps max
Flash Version	Flash 8 or above	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 50kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied. For units with video, additional ActionScript code must be included to ensure the video only plays when visible. There is also additional code required to track multiple click zones. We can add this if the FLA source files are provided or will provide instructions.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	<p>All third party tags must follow above requirements.</p> <ul style="list-style-type: none"> -- JavaScript tags are recommended -- Tags should support Caching busters -- Iframe tags must support click commands -- Tags should be activated 2 days prior to broadcast 	
Formats Supported	GIF, animated GIF, JPEG, SWF, PNG	



Interstitial 640x480

Dimension	640x480	
File Size	Image (JPEG/GIF)	30kb
	Flash (SWF)	80kb
	HTML	30kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	3 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Third Party Tags	<p>All third party tags must follow above requirements.</p> <ul style="list-style-type: none"> -- JavaScript tags are recommended -- Tags should support Caching busters -- Iframe tags must support click commands -- Tags should be activated 2 days prior to broadcast 	
Ad Mechanism	Loads in between two content pages of user's surfing path, lasting for 15sec max.	
Formats Supported	GIF, animated GIF, JPEG, SWF, PNG	

Text Ad

Dimension	Up to 60 chars at Max
Lead Time	2 working days prior to broadcast for Pure Media Buy only
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad
Third Party Tags	<p>All third party tags must follow above requirements.</p> <ul style="list-style-type: none"> -- JavaScript tags are recommended -- Tags should support Caching busters -- Tags should be activated 2 days prior to broadcast



Preroll Ad

Dimension	400x300px, 700kbps	
File Size	FLV	3MB max
Click Tag	Position: All visible area of the Ad	
Video length (in seconds)	15 Sec Max	
Flash Version	Flash 8	
Frame rate	30 fps	
	All Flash file must use a separate layer as the background instead of the stage.	
Key frame	every 30-60 frames (2 seconds)	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	<p>Third party redirect ad tags for SWF, JPG, GIFs, and FLVs are permitted to run, provided that the agency or third party supplies a single redirect URL (http:// or https:// path) to the asset file and has met all the required advertising specifications.</p> <p>Note: IFRAME, ILAYER, JavaScript, HTML, etc. tags are not supported because Flash does not support these ad tags and Video Player is a Flash environment. If you are synchronizing companion banner assets outside the Video player with a video ad instead the Video player, then third party IFRAME, JavaScript, HTML, etc. tags can be used for the companion banners being served on the HTML page.</p> <p>1x1 impression third party tracking pixel and click tag URLs are also supported. Place 1x1 tracking pixels in either trackStartURL, trackMidURL, trackEndURL, and/or trackPointURLs depending on what you want to track.</p>	
Formats Supported	.FLV, .SWF, .JPG, .PNG, or Static .GIF	



Newsletter

Dimension	300x250, 728x90	
File Size	Image (JPEG/GIF)	25kb
	Flash (SWF)	40kb
Click Tag	Position: All visible area of the Ad	
Animation	15 Sec Max per Loop	18 fps max
Flash Version	Flash 8	
Other Requirements	All Flash (SWF) creative's must have an accompanying Backup Image (GIF/JPEG) with file size not more than 30kb.	
	All Flash file must use a separate layer as the background instead of the stage.	
Form Element(Optional)	All scripts and data-capturing mechanisms are client-supplied.	
Lead Time	2 working days prior to broadcast for Pure Media Buy only	
Sound (optional)	Clearly labeled "Audio ON/OFF" Button with Sound OFF by default Buttons to be positioned on ALL Frames of the Ad	
Expandable	User Initiated Only	
Third Party Tags	All third party tags must follow above requirements. -- Tags should support Caching busters -- Tags should be activated 2 days prior to broadcast	
Format:	GIF, animated GIF, JPEG	



Mobile Web Ad Guidelines

Name	Technical Specifications
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 270 pixels Universal unit: • GIF, PNG, JPEG for still image • < 5 KB file size Supplemental unit: • Animated GIF for animation • < 7.5 KB file size
Large Image Banner	<ul style="list-style-type: none"> • 300 x 50 pixels Universal unit: • GIF, PNG, JPEG for still image • < 3 KB file size Supplemental unit: • Animated GIF for animation • < 4.5 KB file size
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 28 pixels Universal unit: • GIF, PNG, JPEG for still image • < 2 KB file size Supplemental unit: • Animated GIF for animation • < 3 KB file size
Small Image Banner	<ul style="list-style-type: none"> • 170 x 40 pixels Universal unit: • GIF, PNG, JPEG for still image • < 1 KB file size Supplemental unit: • Animated GIF for animation • < 1.5 KB file size
Text Tagline (optional)	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small

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Minyanville: Secure Your Future, Feed Your Brain, Make You Smile