

LIVE DESIGN *wire* online rates & specs



LIVE DESIGN WIRE

With a new look but the same great content and the industry's largest email subscriber base, Live Design Wire has become an essential marketing tool for key industry players to reach today's industry professionals and communicate with current and potential customers. Featuring all the important industry news, views, blogs, videos, and columns, Live Design Wire is an industry must-read every Monday.

Banner ads in Live Design Wire are effective not only because we deliver them right to our subscriber's inbox, but also because we provide you with regular open rates and click-thru rates so that you can monitor the effectiveness of your campaign on a regular basis. Use Live Design Wire to accomplish multiple marketing objectives: drive traffic to your website or online catalog, generate leads fast; create demand for new products, build brand awareness, and more.

Best yet, we've modified our ad units to help you maximize your exposure:

- 1 TOP BANNER (468x60) \$2,000/month net**
Full banner and 50 words of text including headline and URL.
- 2 RIGHT TOWER (160x600) \$1,800/month net**
High profile "Boombbox" position with 50 words of text including headline and URL.
- 3 SUPER BUTTON 1 (180x150) \$1,200/month net**
Same size as the Super Button ad unit on the Live Design Website, with 50 words of text including headline and URL.
- 4 SUPER BUTTON 1 (180x150) \$1,000/month net**
Same size as the Super Button ad unit on the Live Design Website, with 50 words of text including headline and URL.

All ads require a three-month commitment.

Frequency: Four times per month, every Monday except for the week between Christmas and New Year's

Technical Specs

- Banners must be sent as a .gif or .jpg attachment
- Optimal file size for newsletter banners is 3-10k, max file size is 35k.
- No flash files are permitted due to virus potential.
- Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.

Sales Contacts

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The screenshot displays a newsletter layout for Live Design Wire, dated November 11, 2009. The layout includes several ad units:

- Unit 1 (Top Banner):** A wide banner at the top with the headline "Chuck Hoberman joins U2 Panel At LDI2009" and sub-headlines "Barco and PRG New Sponsors for Live Design Projection Master Classes" and "Chuck Hoberman joins U2 Panel At LDI2009".
- Unit 2 (Right Tower):** A vertical ad unit on the right side with the headline "Chuck Hoberman Joins U2 Panel At LDI2009" and sub-headlines "By Ellen Lampert-Grauss" and "Inventor Chuck Hoberman joins Willie Williams and Frederic Opsomer to discuss the U2 360° Tour expanding video screens".
- Unit 3 (Super Button 1):** A square ad unit with the headline "Barco and PRG New Sponsors for Live Design Projection Master Classes" and sub-headlines "Barco and PRG have joined A.C.T Lighting, coolux, Enttec, Gerriets International, Green Hippo, MA Lighting, and TMB as corporate sponsors for the Live Design Projection Master Classes, which run November 18 and 19 at LDI2009."
- Unit 4 (Super Button 1):** A square ad unit with the headline "Chuck Hoberman Joins U2 Panel At LDI2009" and sub-headlines "By Ellen Lampert-Grauss" and "Inventor Chuck Hoberman joins Willie Williams and Frederic Opsomer to discuss the U2 360° Tour expanding video screens".