

## Breakfast Journal Quarterly E-Newsletter 2008 Specifications

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**Materials Submission**

If you have a multiple-product advertising package with NRN, it is recommended that you send materials for each piece under separate cover (ex. e-mails) **labeled with the newsletter name, insertion date and ad position or the site materials labeled with the position and the run time.**

This will expedite the process of getting your information online as quickly as possible. (For example: one e-mail might contain your ads for the site, a second email might contain your information for a product page). We also recommended that you gather all necessary materials and send them when you have all the requirements. Sending materials separately increases the chances that something will be missed.

NOTE: If you are creating a vanity URL for use with your newsletter placement, it will need to be available 2 weeks prior & 4 weeks post newsletter launch.

**Text Versions of Newsletters:**

We will pull the copy from your banner ad &/or 25 words of copy unless otherwise instructed.

**Space & Specifications**

The following lists all advertising slots available on the e-newsletter. Your salesperson will work with you to determine actual available dates for your desired placement(s).

Description/Location	Logo Specs	Ad Specs	Formats/Animation
Lead Sponsor	100x100 pixels 10 kb max. file size	468x60 pixels 25 kb max. file size	<b>Acceptable File Formats:</b> Gif, jpeg, jpg  <b>Animation Allowed:</b> Yes  <b>Flash/Rich Media Allowed:</b> No  <b>Third Party Redirect Allowed:</b> Yes – banner only (must be live for 2 weeks prior & 4 weeks post newsletter launch)
Secondary Sponsor			

### 2008 Production Schedule & Materials Deadlines

Month	Closing Materials	Launch Date
<b>FEBRUARY</b>	Wednesday, February 13, 2008	Wednesday, February 20, 2008
<b>MAY</b>	Thursday, May 01, 2008	Thursday, May 08, 2008
<b>AUGUST</b>	Thursday, July 31, 2008	Thursday, August 07, 2008
<b>NOVEMBER</b>	Thursday, October 30, 2008	Thursday, November 06, 2008

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**Submission of Materials & Technical Questions**

Materials may be submitted via e-mail (3MB limit), CD or FTP.

	Name/E-mail	Mailing Address	Phone/Fax
<b>Primary Contact</b>	Amita John <a href="mailto:materials@nrn.com">materials@nrn.com</a>	110 Summit Avenue Montvale, NJ 07645	Phone: (201)740-6267
<b>Secondary Contact</b>	Susan Vincer <a href="mailto:svincer@nrn.com">svincer@nrn.com</a>	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 262-835-2661 Fax: 312-644-3256

**Contract, Pricing & Availability Information**

For sales or general questions about your program, placements or availability,  
please contact your Regional Sales Director:

<b>Regional Sales Directors</b>				<b>Secondary Contact</b>
Region	Name/E-mail	Mailing Address	Phone/Fax	
FL/GA/TX/NC/ SC/AL/VA	Tom McElhinny <a href="mailto:tmcelhin@nrn.com">tmcelhin@nrn.com</a>	5825 Glenridge Dr, Bldg. 3, Ste.101 Atlanta, GA 30328	Phone: 404-845-3433 Fax: 404-843-0751	Susan Vincer Publishing Director NRN-Online <a href="mailto:svincer@nrn.com">svincer@nrn.com</a> 262-835-2661
New England/ NY/PA/NJ	Chris McCoy <a href="mailto:cmccoy@nrn.com">cmccoy@nrn.com</a>	88 Pond Street, Ste. 1 Sharon, MA 02067	Phone: 781-793-7888 Fax: 781-793-7862	
IL/OH/MI/ IN/TX/IA/KS	John Krueger <a href="mailto:jkrueger@nrn.com">jkrueger@nrn.com</a>	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312-645-5073 Fax: 312-644-3256	
IL/MN/WI	Kevin McKay <a href="mailto:kmckay@nrn.com">kmckay@nrn.com</a>	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312.645.5091 Cell: 847.778.0313 Fax: 312-644-3256	
CA/AZ/NM/ ID/CO	Rebecca Roberts <a href="mailto:rroberts@nrn.com">rroberts@nrn.com</a>	606 N. Larchmont Blvd., Ste. 206 Los Angeles, CA 90004	Phone: 323-860-6321 Fax: 323-465-4287	
National Telemarketing	Sue Macnow <a href="mailto:smacnow@nrn.com">smacnow@nrn.com</a>	425 Park Avenue New York, NY 10022	Phone:212-756-5211 FAX: 212-756-5215	
Classified Advertising	Leslie Wolowitz <a href="mailto:wolowitz@nrn.com">wolowitz@nrn.com</a>	425 Park Avenue New York, NY 10022	Phone:212-756-5210 FAX: 212-756-5289	
Inside Sales Manager	Neil Hochman <a href="mailto:nhochman@nrn.com">nhochman@nrn.com</a>	425 Park Avenue New York, NY 10022	Phone:212-756-5190 FAX: 212-207-8761	

\* Full Media Kits for both print & online are available at our website, [www.nrn.com](http://www.nrn.com)