

**NRN Weekly E-Newsletter
2008 Specifications**

The NRN Weekly E-Newsletter is sent each Monday to our list of opt-in subscribers. Our weekly e-mail newsletter, which highlights the breaking stories of the week, recipes and industry happenings. Weekly advertising positions include top, upper middle, middle and bottom of the newsletter. Monthly advertising commitment opportunities include Question of the Week and What's Hot. View the latest issue of the Weekly Newsletter: <http://www.nrn.com/eNewsletter.aspx?globalMenuTab=3>

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

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).

Standard Ad Positions

Description/Location	Ad Specs	Image/Logo Specs	Text	Formats/Animation
Leaderboard Allows for banner	728x90 pixels 25 kb max file size		35-word maximum <i>*text-only ad text required for all banners for use in text-version of newsletters</i>	Acceptable File Formats: Gif, jpeg, jpg, Animation Allowed: Yes Flash/Rich Media Allowed: No Third Party Redirect Allowed: Yes – banner only <i>(must be live for 2 weeks prior & 4 weeks post newsletter launch)</i>
Ad Position 1 Allows for banner	468x60 pixels 25 kb max. file size			
Ad Position 2 Allows for banner				
Ad Position 3 Allows for banner				
Ad Position 4 Allows for banner				
From the Kitchen Allows for banner				
Featured Classified Allows for an ad <i>or</i> a 35-word text version with a logo.		150x150 pixels 15 kb max. file size		
Featured Product Allows for 1 product image & text		100x100 pixels 10 kb max. file size		
Recipe Ideas One featured recipe & three additional advertiser recipes linking to advertiser website are featured each week in the newsletter. Recipe placement requires participation in the Recipe Ideas program on NRN.com. See Recipe Ideas Specifications for more details.				

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Monthly / Yearly Sponsorships

Description/Location	Logo Specs	Ad Specs	Formats/Animation	Text version
<p>Consumer Trends/Scorecard Sponsorship Allows for a half-skyscraper ad within the NRN Weekly e-mail newsletter. <i>Additional exposure:</i> Includes a banner fixed to the Consumer Trends section of NRN.com</p>	<p align="center">NA</p>	<p>Half-skyscraper 160x300 pixels 25 kb max. file size</p> <p>Banner 468x60 pixels 25 kb max. file size</p>	<p>Acceptable File Formats: Gif, jpeg, jpg</p> <p>Animation Allowed: Yes</p>	<p align="center">35 words of copy max, required for all ad positions</p>
<p>What's Hot Sponsorship Allows for a logo within the NRN Weekly e-mail newsletter. <i>Additional exposure:</i> Includes a banner fixed to What's Hot section of NRN.com</p>	<p align="center">100x100 pixels 15 kb max. file size</p>	<p>Banner 468x60 pixels 25 kb max. file size</p>	<p>Flash/Rich Media Allowed: No</p> <p>Third Party Redirect: Yes – ad banners only</p>	

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2008 Production Schedule & Materials Deadlines

Month	Closing Materials	Launch Date	Month	Closing Materials	Launch Date
JAN	12/26/07	1/2/08	JUL	<i>No Issue 7/7/08</i>	
	12/28/07	1/7/08		7/7/08	7/14/08
	1/7/08	1/14/08		7/14/08	7/21/08
	1/14/08	1/21/08		7/21/08	7/28/08
	1/21/08	1/28/08	AUG	7/28/08	8/4/08
FEB	1/28/08	2/4/08		8/4/08	8/11/08
	2/4/08	2/11/08		8/11/08	8/18/08
	2/11/08	2/18/08		8/18/08	8/25/08
	2/18/08	2/25/08	SEP	8/25/08	9/1/08
MAR	2/25/08	3/3/08		9/1/08	9/8/08
	3/3/08	3/10/08		9/8/08	9/15/08
	3/10/08	3/17/08		9/15/08	9/22/08
	3/17/08	3/24/08		9/22/08	9/29/08
	3/24/08	3/31/08	OCT	9/29/08	10/6/08
APR	3/31/08	4/7/08		10/6/08	10/13/08
	4/7/08	4/14/08		10/13/08	10/20/08
	4/14/08	4/21/08		10/20/08	10/27/08
	4/21/08	4/28/08	NOV	10/27/08	11/3/08
MAY	4/28/08	5/5/08		11/3/08	11/10/08
	5/5/08	5/12/08		11/10/08	11/17/08
	5/12/08	5/19/08		11/17/08	11/24/08
	5/19/08	5/26/08	DEC	11/24/08	12/1/08
JUN	5/26/08	6/2/08		12/1/08	12/8/08
	6/2/08	6/9/08		12/8/08	12/15/08
	6/9/08	6/16/08		<i>No Issue 12/24/2007</i>	
	6/16/08	6/23/08			
	6/23/08	6/30/08			

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.

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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
Primary Contact	Amita John materials@nrn.com	110 Summit Avenue Montvale, NJ 07645	Phone: (201)740-6267
Secondary Contact	Susan Vincer svincer@nrn.com	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:

Regional Sales Directors				Secondary Contact
Region	Name/E-mail	Mailing Address	Phone/Fax	
FL/GA/TX/NC/ SC/AL/VA	Tom McElhinny tmcelhin@nrn.com	5825 Glenridge Dr, Bldg. 3, Ste.101 Atlanta, GA 30328	Phone: 404-845-3433 Fax: 404-843-0751	Susan Vincer Publishing Director NRN-Online svincer@nrn.com 262-835-2661
New England/ NY/PA/NJ	Chris McCoy cmccoy@nrn.com	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 jkrueger@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312-645-5073 Fax: 312-644-3256	
IL/MN/WI	Kevin McKay kmckay@nrn.com	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 rroberts@nrn.com	606 N. Larchmont Blvd., Ste. 206 Los Angeles, CA 90004	Phone: 323-860-6321 Fax: 323-465-4287	
National Telemarketing	Sue Macnow smacnow@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5211 FAX: 212-756-5215	
Classified Advertising	Leslie Wolowitz wolowitz@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5210 FAX: 212-756-5289	
Inside Sales Manager	Neil Hochman nhochman@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5190 FAX: 212-207-8761	

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