



Extremely Mobile Devices

How Silicon Valley engineers are transforming cars into very smart, very fast and increasingly opinionated information systems

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5 of 5

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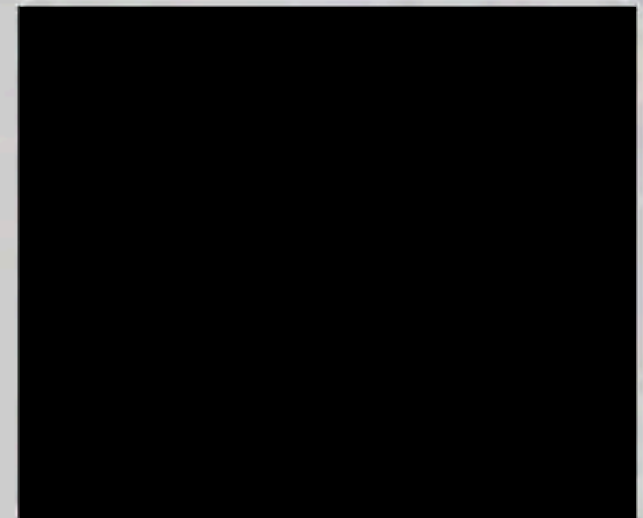
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“PopSci.com is the ultimate online portal to the future. We deliver a vision - at once realistic and fantastic - of science and technology’s cutting edge and beyond.”

- John Mahoney, Web Editorial Director





• **GADGETS**

Reports on the latest gadgets in the marketplace, and those coming out tomorrow. Upcoming trends and developments in computers, cameras, smart phones, smartTVs, video games and more!

• **CARS**

Concepts and developments within auto and auto tech. Updates on alternative, hybrid, electric cars as well as the cars of tomorrow.

• **SCIENCE**

The latest amazing findings from all disciplines - energy, health, the environment, and more!

• **TECHNOLOGY**

We examine military systems, space tech, aviation and more that represent the miraculous machine innovation.

• **DIY**

From constructing an eco-friendly house or to hacking high-tech gadgets, these are the best DIY projects now!

% Composition Unique Visitors

Unique Visitors 2,076,056

Page Views 10,148,098

Male	74.8%
Female	25.2%
Age 18-49	72.3%
Age 25-34	24.9%
Age 25-54	51.9%
Age 50+	21.7%
HHI \$75+	51.3%
HHI \$100+	25.1%



MALE

WEALTHY AND EDUCATED

TECH-SAVVY

HUNGRY FOR KNOWLEDGE

INNOVATORS



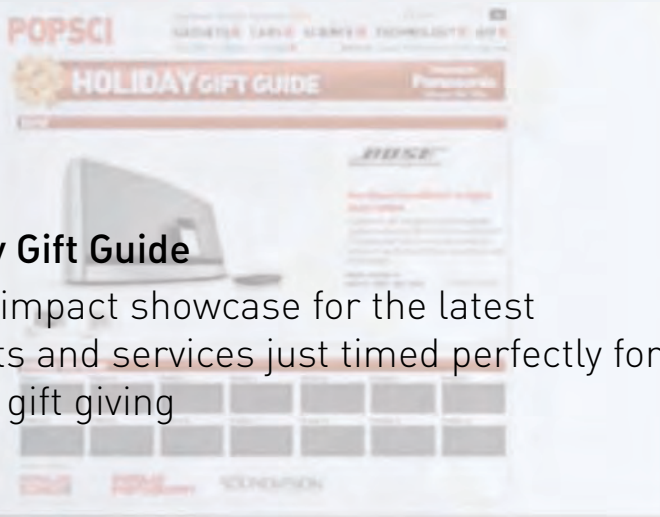
Best of What's New

Annual round-up of the coolest technology of the year, from green inventions to point and shoot cameras to the best new cars



Holiday Gift Guide

A high-impact showcase for the latest products and services just timed perfectly for holiday gift giving



Dad's and Grad's Gift Guide

Advertisers have the opportunity to showcase the latest product and services in a high-impact Dads&Grads Guide online



CUSTOM IPAD ADVERTISING OPPORTUNITIES

- Static ad: print or tablet creative with vertical & horizontal view
- Enhanced ad: custom creative with video, web-links, etc
- Multi-page ad: custom creative with series of ad pages in a row
- HTML 5:
 - 360 degree view
 - Hotspots
 - Panorama (wide angle view)
 - Image Gallery (5 images)
 - Thumbnails/slideshow
 - Social Networking
 - Direct feedback/polling
 - In app web links, In app video

Demographics

Attended college+:	94%
A25-54:	75%
A18-34:	61%
Median Age:	32 yrs.
Male/Female:	77/23
Married:	49%
1-2 Children in Home:	43%
Average HHI:	\$85,000



Bonnier Tech Group can also be found on:



POPSCI MOBILE APP



- PopSci’s mobile app showcases top stories from PopSci.com directly to user’s phones.
- Supported on iPhone and Android platforms.

Sponsorship Components:

- 50% or 100% SOV
- Fixed logo placement on menu (70x80)
- Loading Screen Sponsorship (320x150)
- Banner Ads (320x150 expandable, 320x50)
- Brandblast full screen landing page

POPSCI WAP SITE

PopSci’s mobile WAP site is launching November 2011!

Sponsorship Opportunity:

- 50% or 100% SOV

- *Reached #12 - News Category iTunes App Store
- *2012 projected monthly impressions: 1.6-2MM
- *2012 projected unique visitors: 100-200M

Demographics:

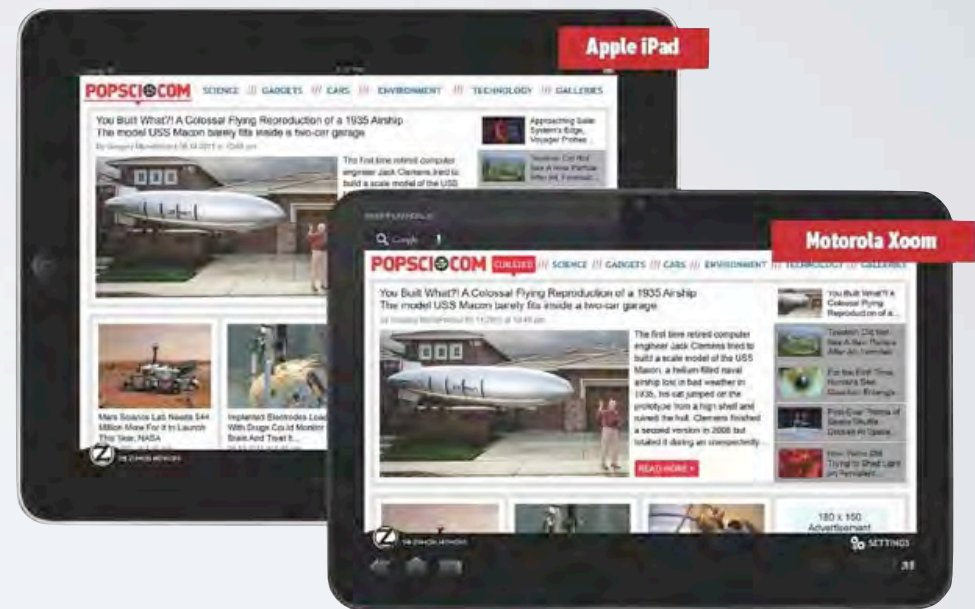
- M/F Ratio: 69/31
- HHI \$60K+: 55%
- HHi \$100K+: 31%
- 18-34: 29%
- 35-49: 31%
- 50+: 30%
- College Educated or higher: 64%



Delivering content from PopSci.com on iPad and Android powered tablets!

SPONSORSHIP OPPORTUNITY (launch- October 15, 2011)

- 1 month+
- 50% and 100% SOV
 - 640x300 loading screen
 - 320x150 home screen
 - 1024x250 collapsable banner
 - 300x250 condensed banner
 - 768x250 collapsable banner
 - 300x250 condensed banner



.jpg, .png, .gif accepted

Placement	Ad Unit	Size	Open Rate CPM
Homepage	Leaderboard	728x90	\$45
	Medium Rectangle	300x250	\$48
	Half Page	300x600	\$55
	Pre/Interstitial	640x480	\$85
Channel	Leaderboard	728x90	\$40
	Medium Rectangle	300x250	\$43
	Half Page	300x600	\$50
	Pre/Interstitial	640x480	\$80
ROS	Leaderboard	728x90	\$30
	Medium Rectangle	300x250	\$33
	Half Page	300x600	\$40
	Pre/Interstitial	640x480	\$70
E-Newsletter	PopSci.com	728x90, 300x250	\$8,500
Homepage Takeover (1 week)	PopSci.com	(2) 728x90, (2) 300x250	\$90,000
Homepage Takeover with skin (1 week)	PopSci.com	1500x889	\$120,000
Dropdown menu	PopSci.com	88x31	\$6,500
Sponsored Blog Post	PopSci.com (HP & 1-Channel)	See Spec Sheet	\$11,000
OPA Pushdown	PopSci.com	970x66 to 970x418	\$85 (Channel)
			\$90 (HP)
Featured Product (See Spec Sheet)	PopSci.com	300x250	\$15,500

Note: All rates are in NET amounts
\$2.00 premium is added to CPMs
for Rich Media of any kind

Banners: Initial Load Polite Load Complete Download

• 728x90	40k	80k	120k
• 300x250	40k	80k	120k
• 300x600	40k	80k	120k
• 88x31	7k	n/a	n/a

E-newsletters (sponsored editorial content):

- 728x90 and 300x250
- Restrictions
 - File size cannot exceed 40k
 - Standard gif or jpg only. No swf or rich media will be accepted
 - Click-tracking URL's ONLY for tracking purposes

Custom E-blasts:

- Max pixel width 650. Size recommend as standard is 569
- All images are jpeg and gif format with layered files or removable text
- Max small file 50k including images
- Require: subject line, seed list, click-tracking URL

Featured product (300x250):

- Bold Headline: 20 characters max with spaces
- Copy: 100 - 105 characters with spaces, text will wrap naturally
- Click thru URL must be provided; 1x1 tracking pixels accepted
- 120x100 product image (gif or jpg), 4k max file size with white backgrd
- 100x65 company logo (gif or jpg), 4k max file size with white backgrd

Drop down channel/menu sponsorships (88x31):

- Creative must not exceed 7k, gif or jpg only (no swf/ rich media)
- 1x1 tracking pixel and click thru URL accepted
- No looping or animation

ROS (run of site) ads:

- 3 loops + 15 second animation (i.e. 3x/15 seconds)
- Rich media- flash (swf.)
- Video, static (.gif, .jpg)
- Separate video specs for BrightCove are available

OPA push downs file sizes:

- 970x66 (non-expanded)- 40k
- 970x418 (expanded)- 60k

Controls:

- Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse of

Inter/presitial:

- 640x480 (gif, jpg, html, or flash), 70K max weight
- Length cannot exceed 10 seconds (15 seconds case by case)

Gift Guide Listing:

- 120x40 company logo (static gif or jpg)
- Gif, jpg imagery (up to 4 images)
- Copy limited to 15 words/ listing
- Cannot exceed 4k
- Click thru URL must be provided; 1x1 tracking pixels are accepted

Showcase Listing, Best of What's New:

- 120x40 company logo (static gif or jpeg)
- Gif, jpg imagery (up to 4 images)
- Copy limited to 15 words/ listing
- Cannot exceed 4k
- Click thru URL must be provided; 1x1 tracking pixels are accepted

Standard Guidelines: These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- DART for Publishers is used to serve all Bonnier Corp advertisements
- There is a minimum of 24 hour turn around time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact the Ad Ops team. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click throughs.

Approved Third Party Ad Tags:

- Atlas
- Bluestreak
- Doubleclick
- Interpolls
- Mediaplex

Approved Third Party Rich Media:

- Eyeblander
- EyeReturn
- Eyewonder
- Pointroll
- Unicast

Expanding Ads:

- 728x90 expands to 728x225 (down)
- 300x250 expands to 400x350, 300x600, 600x250 (left)

Mouse Over / Mouse Off:

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

Third Party Specifications:

- Third Party tags should be served via JavaScript ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

Flash Ad Units:

- Flash files served via DFP must be coded properly for click and impression tracking
- All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

How to code flash files with the correct action script:

- Create an invisible button over the area that you want 'active/clickable' to users
- On the invisible button, put the following action:

```
on (release) {getURL (_level0.clickTag, "_blank");}
```

BONNIER CORPORATION RATE CARD TERMS & CONDITIONS

1. Submission of advertising constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or channel/ position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent media reservations to reflect actual space used at the earned commitment spend level or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after 60 days prior to campaign launch. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Creative work produced by Publisher remains the sole property of Publisher unless otherwise stated in writing with approval of Publisher.
10. Until credit is approved, advertisements are run on a prepaid basis only.
11. Signed contract is binding unless written otherwise in Insertion/ Purchase Order prior to campaign launch. Advertiser stipulates to venue and jurisdiction regarding any dispute being proper in the courts located in Orange County, Florida.
12. Payment is due within thirty (30) days unless otherwise stipulated and late payments will be charged eighteen (18%) percent interest per annum. In the event Bonnier Corporation obtains legal counsel to collect any past due sums, Bonnier Corporation shall be entitled to recover its attorney fees associated with collection, including but not limited to fees for demand letters, litigation or appeal. Advertiser and agency agree to all terms and conditions listed on the rate card, which are hereby incorporated by reference.

PopSci iPhone App Specs

Loading Sponsorship Placement

Requirements:

- 320x150 px
- less than 50K
- png, jpg, or gif format (can be transparent)

Home Screen Placement

Requirements:

- 80x70 px
- less than 20K
- png or gif format (should be transparent)

Banner Ads Sponsorship

Requirements:

- 320x50 px AND 320x150
- less than 10K
- png, jpg or gif format (transparency not supported)

Brand Blast - HTML microsite that is served within the app. User does not need to leave app to view BrandBlast

Can Include:

- Video thumbnail that launches video player
- Button that allows click to SMS
- Button that allows click to call
- Button that allows click to map
- Store Locator or other location-based services
- Form to collect email and / or address
- Social integration with Facebook and Twitter
- Click to external mobile website (exit the app)
- Click to internal mobile website (stays within viewer)

January: PopSci Predicts: The Year in Science

February: The Future of Play

March: The Future of Medicine

April: 7th Annual How it Works

May: The Future of Flight

June: Invention Awards

July: The Future of the Environment

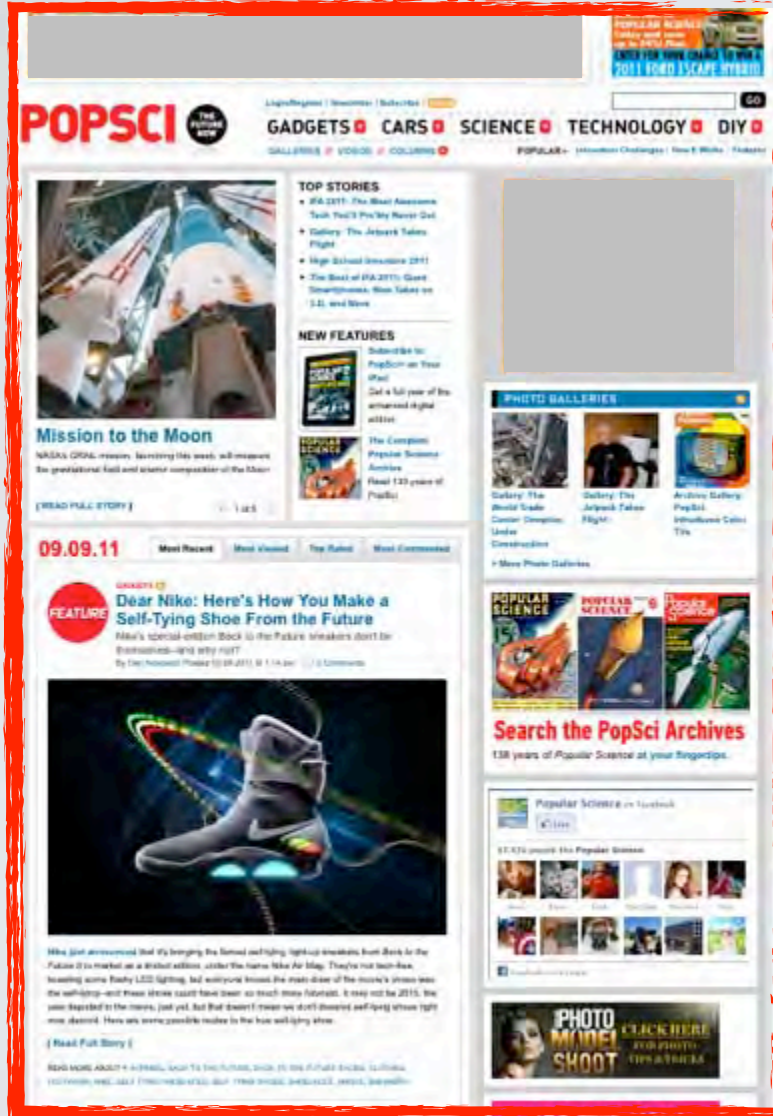
August: The Future of Sports

September: The Education Issue / Future of Cars

October: 11th Annual Brilliant 10 Awards

November: The Material Science Issue

December: 25th Annual Best of What's New Awards





ISSUE	AD CLOSE	HTML5 CLOSE	MATERIAL CLOSE	FINAL CLIENT APPROVAL	ON-SALE
JANUARY	11/01/11	11/09/11	11/14/11	11/28/11	12/13/11
FEBRUARY	12/01/11	12/14/11	12/19/11	1/03/12	1/17/12
MARCH	1/03/12	1/10/12	1/16/12	1/30/12	2/14/12
APRIL	2/01/12	2/08/12	2/13/12	2/27/12	3/13/12
MAY	3/01/12	3/14/12	3/19/12	4/02/12	4/17/12
JUNE	4/02/12	4/18/12	4/23/12	5/07/12	5/22/12
JULY	5/01/12	5/16/12	5/21/12	6/04/12	6/19/12
AUGUST	6/01/12	6/13/12	6/18/12	7/02/12	7/17/12
SEPTEMBER	7/02/12	7/11/12	7/16/12	7/30/12	8/14/12
OCTOBER	8/01/12	8/08/12	8/13/12	8/27/12	9/11/12
NOVEMBER	9/04/12	9/12/12	9/17/12	10/01/12	10/16/12
DECEMBER	10/01/12	10/10/12	10/15/12	10/29/12	11/13/12
JANUARY'13	11/01/12	11/14/12	11/19/12	12/03/12	12/18/12