

POPSCI.COM

THE FUTURE NOW

Relaunched January 2008

Reporting on the intersection of science and technology and everyday life with an eye toward what's new and why it matters, *PopSci.com* attracts an affluent, educated audience of tech-savvy early adopters who love to find out how things work.

THE USERS

TRAFFIC

Monthly Uniques 1.1 million
 Monthly Page Views 7.5 million
 [source: Omniture, May 2008]

DEMOGRAPHICS

Male/Female 82%/18%
 A18-34 36%
 A25-54 54%

AFFLUENT & EDUCATED

HHI \$75K+ 36% [144 index]
 HHI \$100K+ 23% [184 index]
 Any College 84%
 Completed Graduate School 35%

TECHIES

Amount spent online on consumer electronics in past 6 months (\$2,500-\$5,000) – 917 index
 First among friends to buy new technology & gadgets – 129 index

[source for all demos but traffic: Comscore, winter 2007]



MORE CONTENT, MORE OFTEN, MORE ORGANIZED

- ROBUST VIDEO AND PHOTO GALLERIES
- USER PROFILES
- RATING SYSTEM
- ENHANCED RSS
- ENHANCED SHARING CAPABILITIES

CHANNELS

PPX

PopSci Predictions Exchange

Cars

Automotive technology news, reviews and photos

Gears & Gadgets

What's new, what's next and what to buy now

DIY

Tips, tricks, hacks, and do-it-yourself projects

Military, Aviation & Space

The latest news and innovation

NEW Entertainment & Gaming NEW

The science behind everything from videogames to Hollywood

The Environment

Science, technology and the environment

SciTech

Science and technology news and opinion



PARTNER/SPONSORSHIP OPPORTUNITIES

- Channel Sponsorships – available for all channels [88 x 31]
- Prominent above the fold units [728x90 and 336 x 280]
- Video pre-roll
- Custom PPX predictions
- Weekly Podcast – “Cocktail Party Science”
- Email newsletters [300,000 subscribers and growing!]
- Interstitials [600x480]
- Custom opportunities available

APPROVED THIRD PARTY VENDORS

- Ad4Ever
- Adinterex
- Atlas
- Bluestreak
- CheckM8
- Centerport
- DoubleClick
- Dynamic Logic
- Enliven
- Eye Blaster
- Eye Return
- Eye Wonder
- Google
- Interpolls
- Kaon
- Klipmart
- Mediaplex
- OAS JX
- Poindexter
- Pointroll
- Tango Zebra
- Unicast
- United Virtualities
- Value Click
- Vendaria
- Viewpoint

CREATIVE GUIDELINES

- 24/7 accepts gif, jpeg, swf, and rich media third party tags
- File sizes should not exceed 25k.
- All click through urls must open in a new browser
- Creatives cannot have transparent backgrounds. They must be in a border so they will not blend into the site.
- Videos must have functioning pause/stop/play and audio controls.
- Versions 6 – 8 only
- URL must be submitted along with the .swf file.
- Flash Ads with multiple click throughs are allowed. 24/7 limits you to 6 different urls.

RATES

Placement	Ad Unit	Spec	Open Rate
Homepage	Leaderboard	728x90	\$35.00
	IMU	336x280	\$35.00
Channel	Leaderboard	728x90	\$32.00
	IMU	336x280	\$32.00
	Button	88x31	\$16.00
ROS	Leaderboard	728x90	\$25.00
	IMU	336x280	\$25.00
	Skyscraper	160x600	\$25.00
	Button	88x31	\$14.00
e-Mail Newsletter	Leaderboard, IMU	728x90, 336x280	\$1,600
Custom Contest		Various	See Account Manager
Custom Group		Various	See Account Manager

Notes: \$2.00 premium added to CPMs for Rich Media of any kind