

**Website**

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Urbanite's website is divided into six "channels": News/Features, Arts/Culture, Green/Sustainable, Food/Drink, Home/Design, and Style/Shopping. Each of these channels is accompanied by a weekly, topic-specific e-mail magazine, or "E-zine." Working together, the website channel and e-zine will draw readers into a community of like-minded people and a lively conversation about the topic at hand. Content includes:

- Short feature stories, profiles, and news updates
- Eye-grabbing photography and illustration
- Interviews with local and national leaders in the field
- Information on new products and deals
- Reader-generated stories and photos
- Interactive features such as an advice column and Questionland/Ask Baltimore, which allows readers to ask questions that are answered by other readers.
- A topic-specific events calendar
- Links to useful resources and further reading

**Important Information (urbanitebaltimore.com and E-zines)**

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Weekly E-zine Release Schedule:

Monday - **GREEN/SUSTAINABLE (Seasonal)**

Tuesday - **ARTS/CULTURE**

Wednesday - **EVENTS & NEWS/FEATURES (Seasonal)**

Thursday - **FOOD/DRINK**

Friday - **HOME/DESIGN (Seasonal) & STYLE/SHOPPING (Seasonal)**

Accepted File Types: jpeg, gif, and animated gif (website only)

File Sizes (no larger): Large tile (300 x 250 pixels - 80 k)  
Pencil-Ezine (586 x 28 pixels - 20 k)  
Pencil-Channel Page (940 x 45 pixels - 20 k)  
Tower- (160 x 600 pixels) - 80 k  
Leaderboard- (590 x 44 pixels - 40 k)  
Tile-Event Zine (160 x 160 pixels - 40 k)

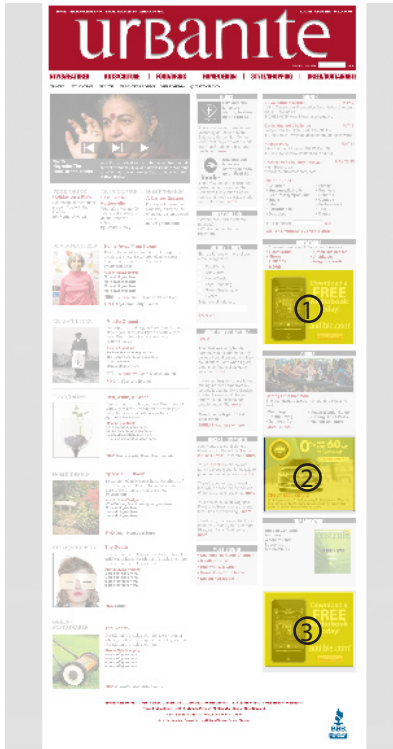
All files should be RGB and 72 dpi.

Production Charges: Production of advertisements by Urbanite will cost \$35 for a still, motion-free creative. Advertisements that incorporate any form of animation will cost \$75 for production. Two rounds of client requested revisions are included in these prices; all subsequent rounds of revision will cost an additional \$25.

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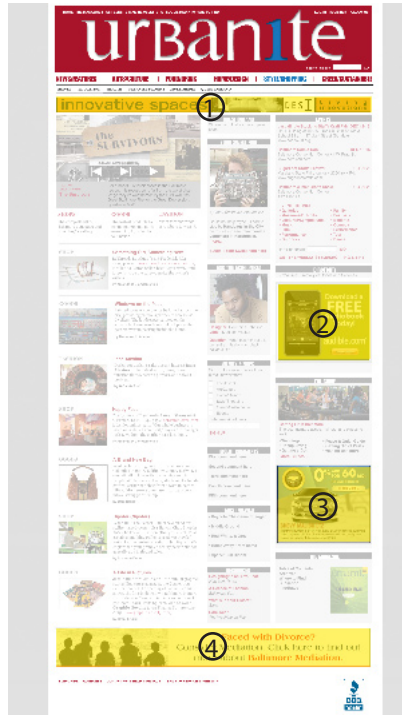
Month	Web/e-zine Prod. Forms/Materials	Web/e-zine Camera-Ready Ads
January 2011	December 20, 2010	December 27, 2010
February	January 17	January 24
March	February 14	February 21
April	March 21	March 28
May	April 18	April 25
June	May 16	May 23
July	June 20	June 27
August	July 18	July 25
September	August 15	August 22
October	September 19	September 26
November	October 17	October 24
December	November 14	November 21

## Advertising on Urbanite Website and E-Zines



### Home Page:

- ① Large tile (top)  
300 x 250 pixels  
\$800
- ② Large tile (middle)  
300 x 250 pixels  
\$500
- ③ Large tile (bottom)  
300 x 250 pixels  
\$300



### Channel Page:

- ① Pencil (1)  
940 x 45 pixels  
\$500
- ② Large tile (1)  
300 x 250 pixels  
\$500
- ③ Large tile (1)  
300 x 250 pixels  
\$300
- ④ Banner (1)  
940 x 117 pixels  
\$300



### E-zine:

- ① Pencil (6/1 on each E-zine)  
586 x 28 pixels  
\$300
- ② Large tile (6/1 on each E-zine)  
300 x 250 pixels  
\$300
- ③ Sponsored Link (24/4 on each E-zine) 95 characters each  
\$150 each



### Events E-zine:

- ① Leaderboard (1)  
590 x 44 pixels  
\$300
- ② Tower (1)  
160 x 600 pixels  
\$300
- ③ Sponsored Link (2)  
95 characters each  
\$150
- ④ Tile (4)  
160 x 160 pixels  
\$200