



SIKIDS.COM MEDIA KIT

**ADVERTISING
OPPORTUNITIES**

**ADVERTISING
SPECS**

**PRIVACY
POLICY**

**MAGAZINE
MEDIA KIT**

ADVERTISING SPECS

Banner Specs:

468 pixels wide x 60 pixels high

Maximum file size 16K

Rich Media acceptable

Tracked by Netgravity

Third Party serving accepted

4x maximum loop, must come to a finite end

BANNER

BANNER —



Button A Specs: Home Page Only

120 pixels wide x 60 pixels high

Max file size 8K

Rich Media not accepted

Tracked by Netgravity

Third Party serving accepted

4x maximum loop, must come to a finite end

BUTTON A

BUTTON A —



Button B Specs: Games & Sections

125 pixels wide x 125 pixels high

Max file size 10K

Rich Media not accepted

Tracked by Netgravity

Third Party serving accepted

4x maximum loop, must come to a finite end

BUTTON B

BUTTON B —





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Skyscraper Specs: Limited Inventory

120 pixels wide x 600 pixels high
Max file size 20K
Rich Media accepted, except Flash
Tracked by Netgravity
Third Party serving accepted
4x maximum loop, must come to a finite end

Pop-up/Daughter Window Specs:

250 pixels wide x 250 pixels high
20K max file size
Rich media pop-up not available
Tracked by Netgravity
Third Party serving accepted
Frequency cap of 5 pop-ups per unique user

Pre-Game Show Unit:

300 pixels wide x 300 pixels high
30K max file size
Animated GIF, Director 6 or 7 Movie, or Flash files accepted
Not tracked by Netgravity
Third Party serving not available
Non-clickable image placed on a game while game is loading.

Requirements:

PLEASE NOTE: All creative and links are subject to editorial approval.
Creative material must be submitted in raw (not Mac Binary) GIF form.
Any new creative material and/or URL must be received at least one week prior to placement HTML and other advanced technology banners (e.g. Enliven, Shockwave, Java, etc.) need to be tested by the production department 1-2 weeks prior to placement on the site.

Advertiser must supply:

contact name, phone number, mailing address and e-mail address
specific URL that the banner will link to when clicked (e.g. www.yourcompany.com)
alternate text and banner name
flight dates of the banner(s)
site that the banner will run on
any additional notes pertaining to the flight

Supply all ads and instructions as an attachment via e-mail to:
michele_hyndman@timeinc.com

For more information call Michele Hyndman at (212) 522-0446.
Standard Terms and Conditions for Online Advertising:

All placements of advertising are subject to Sports Illustrated For Kids Standard Terms and Conditions for Online Advertising -- <http://www.sikids.com/mediakit/terms/index.html>