NYPOST.COM

The ultimate destination for New York; known for breaking the biggest stories in news, renowned sports coverage, the premier gossip source and award winning business stories daily.

NYPOST.COM

Site Statistics

	Statistics
Unique Users	12.1M
Page Views	112 M
Average Minutes per Visitor	17.3
Average Pages per Visitor	16
Section Page Views	
Homepage	22.4 M
News	21.6 M
Page Six/Entertainment	17.2 M
Sports	11.3 M
Mobile Page Views	12.2 M
Male/Female	53/47%

Page Six
Reach an affluent female audience with Page Six.

	% comp. PV	Target Lift Index
Gender Women	86.3	171
Age 18-49 25-54	74.7 81.4	106 133
Education Attended College or Above	99.9	140
Household Income $75K+ $100K+	80.4 72.9	256 359
Children in Household	75.9	204

Source: Comscore Plan Metrix December '10; Age Comscore Media Metrix December '10

Geographic Reach

A powerful national brand with local geo-targeting capabilities.

78% Outside New York

New York DMA 22%

Seattle, Tacoma DMA (1.3)
Portland DMA (0.6)
Sacramento, Stockton, Modesto DMA (0.7)
San Francisco, Oakland, San Jose DMA (2.7)
Denver DMA (1.0)
Los Angeles DMA (3.4)
San Diego DMA (0.7)
Phoenix DMA (1.1)
Austin DMA (0.6)
Houston DMA (1.1)
Minneapolis, St. Paul DMA (1.0)
Detroit DMA (0.8)
Chicago DMA (2.8)
Indianapolis DMA (0.6)
Kansas City DMA (0.6)
St. Louis DMA (0.6)
Nashville DMA (0.56)
Cleveland DMA (0.7)
Cincinnati DMA (0.5)
Columbus DMA (0.6)
Rochester, Mason City, Austin DMA (0.5)
Syracuse DMA (0.5)
Albany, Schenec'y, Troy DMA (1.1)
Boston DMA (3.3)
Providence, New Bedford DMA (0.5)
Hartford, New Haven DMA (1.0)
New York DMA (22)
Pittsburgh DMA (0.8)
Philadelphia DMA (2.8)
Baltimore DMA (0.9)
Washington, DC. DMA (5.0)
Richmond-Petersburg DMA (0.36)
Norfolk, Portsmouth, Newport News DMA (0.39)
Raleigh, Durham DMA (0.9)
Charlotte DMA (0.6)
Atlanta DMA (2.2)
Orlando, Daytona Beach, Melbourne DMA (1.0)
Tampa, St. Pete, S'sota DMA (1.0)
Miami, Ft. Lauderdale DMA (1.2)

Advertising Opportunities

Takeover: Be the exclusive advertiser on one or all of NYPOST.com's sections with a custom background skin plus ownership of all three ad placements on the page. Enhance your takeover and stand out from other campaigns with a premium flash unit in our masthead. Premium takeovers are a great opportunity for movie trailers, TV show premieres and much more.

Interstitials: Reach users the moment they arrive on NYPOST.com with an interstitial ad unit. Your message or logo can hop, skip, float or jump its way across our page to gain maximum exposure to our audience. Interstitials can range in size, and also offer videos and animation at your request.
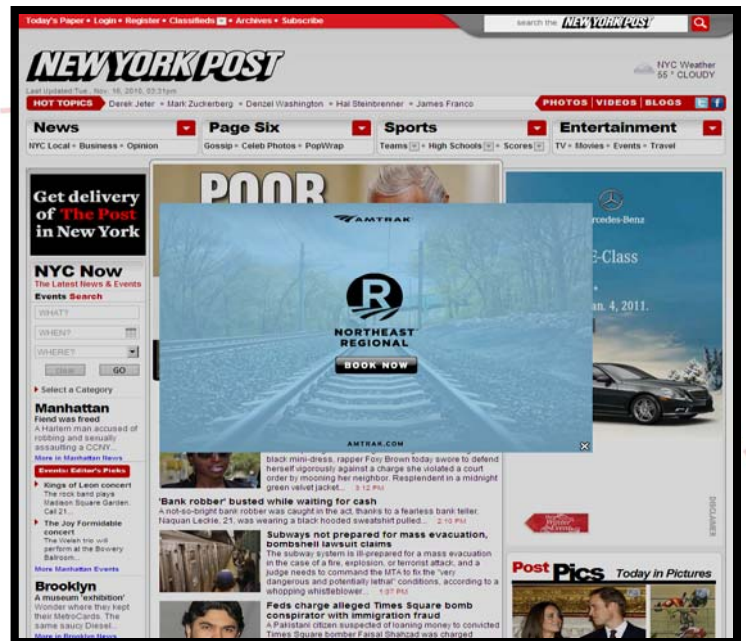
NYPOST.COM

Advertising Opportunities

Special Sections: NYPOST.com offers special section sponsorship for a wide range of categories from Fashion Week to the NHL Preview and everything in between. Special sections are created for and sponsored exclusively by your brand and include added-value teasers placed throughout our site to drive traffic to the section.

Interactive Capabilities: If you are looking to engage your audience, there is no better site for cutting-edge interactive opportunities than NYPOST.com. Using advanced technology, our in-house production team can develop custom games, maps and gift guides sponsored by your brand. Based on your campaign and target audience, our interactive capabilities encourage viewers to interact with your brand by offering a more dynamic marketing message than can be displayed in traditional banner ads.

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Successful Advertisers

Starbucks

Tiffany & Co.

Norwegian Cruise Line

McDonald's

Promises

Corcoran

HGTV
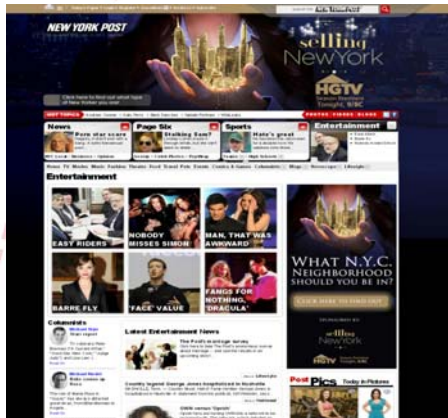
Vince Camuto

Fox Searchlight – Black Swan

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Ad Positions – Homepage

Client Benefits

- Serves as the central portal to site
- NEW Local NYC

Opportunities

- Roadblock
  - *2 Box ads*
- Rotational Media
  - *2 Box ads*
- Takeover
  - *Skin, Banner & 2 Box ads*
- Mini takeover
  - *Content module skin& logo*
- Interstitial
- Push Down
- XXL Box
- Sponsorship of Post Pics, Video, Most Popular

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Ad Positions – News, Sports, Page Six, Entertainment

Opportunities

- Roadblock
  - *Leaderboard & 2 Box ads*
- Rotational Media
  - *3 ads Leaderboard & 2 Box ads*
- Takeover
  - *Skin, Banner, Leaderboard & 2 Box ads*
- Interstitial
- Push Down
- Sponsorship of Post Pics, Video, Most Popular

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Ad Specs

Please send all creative and ad tags to our traffic team at onlineadops@nypost.com

AD	SIZE	EXPANDABLE STATE	INITIAL LOAD	SECONDARY LOAD	NOTES
Standard Box Ad	300x250	500x250 Expands Left	40K	1200K	
Standard Leaderboard Ad	728x90	728x250 Expands Down	40K	1200K	
Half Page Ad	300x600	NONE	60K	1500K	
Standard Pencil Ad	970x30	NONE	40K	1200K	Auto-Expand cap at 1x per user per day Re-expansion on user **click** only
Pencil Ad – Pushdown	970x30	970x250 Expands Down	40K	N/A	
Pencil Ad - XXL Push Down	970 30	970x428 Expands Down	60K	1500K	Auto-Expand cap at 1x per user per day Re-expansion on user **click** only
Sponsorship Ad	150x30	NONE	20K	N/A	
Right Rail Ad	300x100	NONE	40K	N/A	
Homepage Masthead Ad	462x60	NONE	40K	1200K	Used in Takeovers Only
Fat Header Rollover Ad	300x100	NONE	20K	N/A	No Overlay Ads Accepted
Homepage XXL Box Ad	468x648	NONE	60K	1500K	Homepage Only
Transitional Ad	60x400	NONE	40K	1200K	15 Second Max
Peel Back Ad	125x100	500x500	40K	1200K	Appears at the Top Right of Browser
Newsletter - Box Ad	300x250	NONE	40K	N/A	No Animation/Flash
Newsletter – Leaderboard Ad	728x90	NONE	40K	N/A	No Animation/Flash
Takeover – Skin Pixel	1x1	NONE	2K	N/A	Impression Tracking Only
Takeover – Masthead Pixel	1x1	NONE	2K	N/A	Premium Takeovers Only, Impression Tracking Only
Mobile Ad – Blackberry	222x45	NONE	20K	N/A	.JPEG, .JPG, .PNG Only
Mobile Ad – iPhone/iTouch	350x50	NONE	12K	N/A	.JPEG, .JPG, .PNG Only

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Ad Specs

TO ADVERTISE ONLINE
- Visit: http://www.nypost.com/mediakit
- Call: Online Advertising at 212.930.8104
- Email: asheeley@nypost.com

TO SUBMIT ONLINE CREATIVE/AD TAGS
Send an email to **onlineadops@nypost.com** following the below criteria:

- In the *Subject* line please state your New York Post representative and campaign name
- Creative/Ad Tags must be received **3 business days** prior to start of campaign run
- All Image and Flash files submitted for **standard advertising** must adhere to **the flash specifications** in this document
- All Images submitted for **takeovers and special sections** must adhere to the specifications in this document

ACCEPTABILITY GUIDELINES
All advertising is pending Publisher's approval. The New York Post does not accept tobacco or online gaming advertisements. The New York Post reserves the right to decline advertising that is inaccurate or misleading and does not comply with its decency standards.

Examples include but are not limited to:
- Illustrations or statements that are considered inappropriate
- Copyright, trademark, right to privacy, sale of real estate, sale of securities, and political advertisement
- Ads that include components affiliated with The New York Post editorial material (this includes but is not limited to New York Post-style headlines, bylines, news-style column arrangements or typography)

In addition, the New York Post reserves the right to brand an advertisement with the word "advertisement" when it is deemed necessary to make a clear differentiation between editorial material and advertising material.

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Ad Specs

STANDARD ADS GUIDELINES
- Ads should be coded so that click-thrus launch a new browser window using **target="_blank"**
- Nested tables should be no more than four levels deep
- There is no capability to track clicks through forms

ACCEPTED IMAGE FORMATS
- .GIF / .JPG / .JPEG

HTML FORMATTING
- HTML attributes must be properly double-quoted
- Code should be submitted without HTML, TITLE, HEAD or BODY tags
- All form METHOD attributes must be set to "GET", not "POST"
- All tags should be correctly nested

FLASH SPECIFICATIONS
The New York Post does not accept or make changes to .FLA (Flash) files; all changes must be made by the client.

- A default/backup image must be submitted for all .SWF files
- All animated ads using Adobe Flash must be published for Flash plug-in 9 or lower
- All locally served Flash ads need to have a clickTag URL encoded (not a hard-coded click-thru URL)
- Clients must also supply a click-thru URL for each creative
- The New York Post is not responsible for .SWF files that are not properly coded using the clickTag variable
- The following code needs to be added inside a symbol or a button (not a movie clip) to the .SWF file prior to submission

```
on (release) {
if (clickTag.substr(0,4) == "http") {
getURL(_level0.clickTag, "_blank");
}
}
```

Ad Specs

THIRD PARTY SPECIFICATIONS

We accept most Third party ad tags, however all third party ads are accepted conditionally and approved only after successful testing.

Streaming Media

- Audio only permitted with user interaction; must have on and off button
- User must click on or mouse-over conventional banner to initiate expansion
- Form elements must live within the table tags
- CGI scripting must reside on client's servers
- Method attribute for the form must be set to "GET" not "POST"

Plug-Ins

- Acceptable plug-ins include Shockwave, Flash and RealPlayer; any type not listed must be approved by the New York Post
- All plug-ins must be compatible with older browsers
- The New York Post must be given a Technical Contact
- The New York Post does not accept ads that require the user to download additional plug-ins

JavaScript, HTML & Other Media

This is accepted conditionally and approved on a case by case basis.

Java

The New York Post does not accept 3rd Party Java enabled advertisements.

Sound

Sound must be user initiated, cannot begin upon initial load and must have user controls (ie: stop or mute button)

POP-UP ADS

Pop-up ads may not spawn from another ad without the permission of The New York Post.

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Ad Specs

FLOATING ADS (AKA: PRESTITIALS, INTERSTITIALS & OVERLAYS)

Prestitials, Interstitials and Overlays are creatives that appear over editorial content in such a way that the editorial content is not visible while the prestitial / interstitial / overlay is displaying. These creative types are not built by the New York Post but are available through our 3rd Party Rich Media Vendors. We will accept 3rd Party Code that follows these guidelines:

- Available in multiple sizes (size cannot exceed browser area)
- Animation can not exceed 10 seconds
- Should not interfere with other ads or other Flash elements
- Ad must have a clear and functioning skip or close button in the upper right quadrant of the ad
- Ad must be frequency capped at 1x per user, per day

NEWSLETTER ADS

- Newsletter ads must be .GIF, .JPG or .JPEG, less than 40k and **cannot animate**
- Tracking pixels cannot be used in newsletter ads
- Click-track URLs for newsletter ads may be used
- Newsletter ads cannot be geo-targeted

RICH MEDIA FEES

The New York Post is <u>not</u> liable for third party media fees. If you are interested in having the New York Post build and serve your Rich Media campaign please contact the New York Post for additional pricing information.

DECEPTIVE FUNCTIONALITY

All functionality within ads, including drop downs and navigation, should work as indicated. Buttons labeled as user navigation (ie: 'close') cannot be click thrus and must function as marked.

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Ad Specs

ANIMATION / IN-AD VIDEO / EXPANDING ADS
- Animated ad units, which stay within fixed standard ad space (such as banners) , that run for longer than 30 seconds must provide the users with a prominent option to stop the animation/video
- Animated ad units extending from a fixed dimension ad unit can expand on click or mouse-over for a maximum of 10 seconds
- Animation cannot loop more than 3 times without a clear "stop" button
- Animated ads can be synchronized and must adhere to all animation guidelines
- All Flash files are required to have a backup image file and click thru url
- The maximum frames per second is 24
- No animation limits for pop-up and pop-under ads

PUSH DOWN ADS
- Must be designed to auto-expand with a frequency cap of 1x per user, per day
- The maximum run time on an animated push down is 10 seconds
- The maximum run time on a push down containing video is 20 seconds (with the video clip being no longer than 15 seconds)
- Must be built with a visible close button

The New York Post reserves the right to remove any ads that do not adhere to the requirements outlined in this Spec Document until a replacement ad is received.

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Ad Specs

MOCKUP REQUESTS
Mockup requests must be submitted at **least 4 business days** prior to the due date

SOLD TAKEOVER REQUESTS
All takeover requests must be submitted **at least 2 weeks** prior to the go live date

DESIGN CHANGES
Design changes may be requested by the Advertiser up to **4 business days** prior to the go live date. Standard design communication is done in a 3-round design process:

> Phase 1A: Initial design submitted to client from New York Post Design Services
> Phase 1B: Client's changes submitted to your Account Executive
> Phase 2A: Second design submitted to client from New York Post Design Services
> Phase 2B: Client's second-round of changes submitted to your Account Executive
> Phase 3A: Final mock-up submitted to client from New York Post Design Services
> Phase 3B: Email required of approval of Phase 3A Mock **4 business days** prior to the go live date

MASTHEAD ANIMATION
The New York Post can create animated mastheads and/or animated ads. If mockups are requested for animations the New York Post will provide storyboards of what the animation might look like and behave.
- All animations are done using Flash
- If requested, different areas of the animation can be clickable
- Animation can not be geo targeted on Takeovers

SPECIAL SECTIONS, GAMES & CUSTOM AD UNITS
The New York Post offers extensive flash based games, special sections and ad units. These units are sold a-la-carte and are individually priced and built upon the need of the client. For more information on this type of ad please visit our flash example page. **URL:**
http://www.nypost.com/tovers/flash

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Ad Specs

SUBMITTING ASSETS
Assets must be provided **at least 2 weeks prior to the go live date**
- We will accept layered .PNG / .PSD files as well as logos/branding in .EPS / .JPG / .GIF formats
- All Flash files to be used in Takeovers & Special Sections must be submitted in two format, .SWF and .FLA files
- Assets must be web based and no larger than 15M in size; please do not send print based (300 dpi) files
- E-mail submission to your Account Executive is preferred
- FTP submission is also accepted and can be accessed as follows;

Server: **ftp.nypost.com**
Port: **21**
Username: **onlineads**
Password: **rAhE6u**
Path: **_advertisers/*nameofadvertiser***

NYP MOBILE

New York Post Mobile has the capability to develop creative and engaging advertising such as takeovers and other customized opportunities.
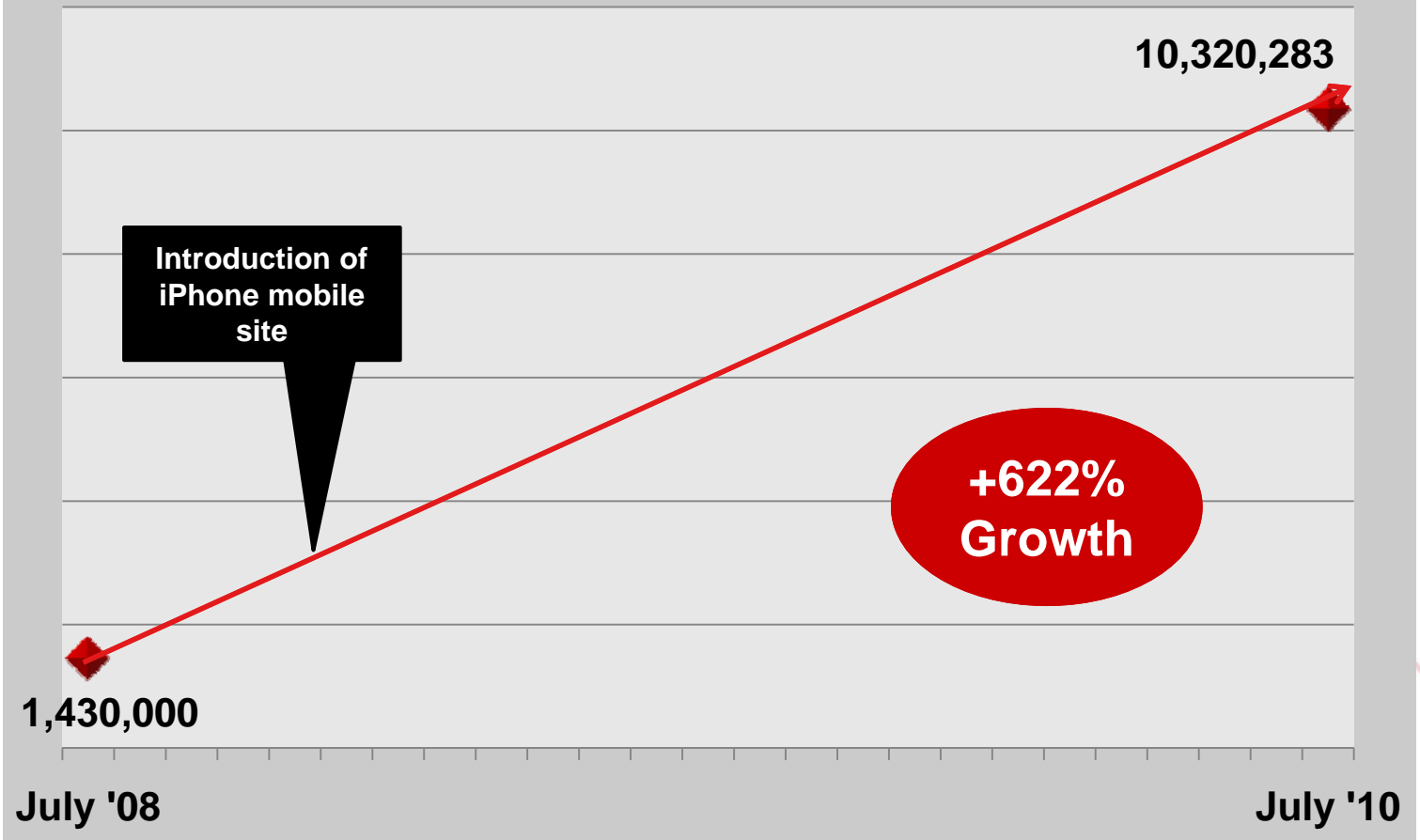
- News: Local & National

- Page Six and Entertainment

- Sports News and Live Scores

- Business News and Marketwatch

- Horoscopes

- Blogs

- Favorite Post Columnists
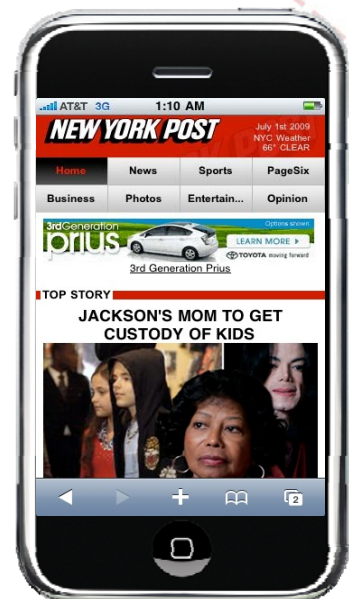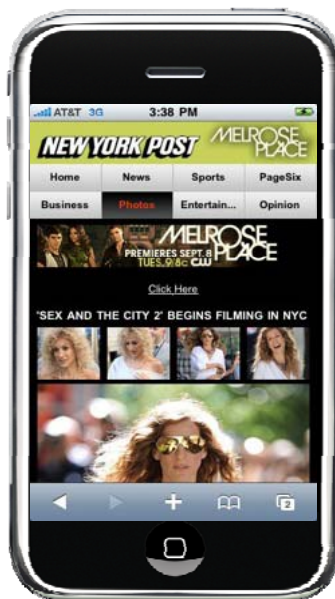
NYP MOBILE

New York Post Mobile has experienced triple digit growth over the past two years.

Mobile Page View Growth

10,320,283

Introduction of iPhone mobile site

+622% Growth

1,430,000

July '08   July '10

Source: Mobile IQ July, 08-Oct, 08, Omniture HBX Nov, 08 – June '10; Net Insight July '10

NYP MOBILE

Opportunities

Banner Advertising

Takeovers

NYP MOBILE

Success Stories

The latest **Mad46** campaign experienced a .60% Click-Thru Rate (CTR). While the average mobile ad CTR is .08%, New York Post Mobile delivered a whopping 65% over the average for our client.

Running on mobile from September 4th through 8th, The **CW** chose to advertise its resurrection of the hit television show **Melrose Place** with New York Post Mobile. The campaign was a success with a .80% CTR and included a takeover of the site.

Donna Karan's launch of her iPhone App was a huge success on New York Post's iPhone optimized site, experiencing a .57% CTR.

Toyota Prius ads for the 3rd generation Prius ran on mobile and NYPOST.com. Mobile CTR was .33% for the three month campaign.

NYPOST.COM

Advertise with The New York Post

Contact Us:

Online/Mobile   212-930-8553 or 212-930-8104