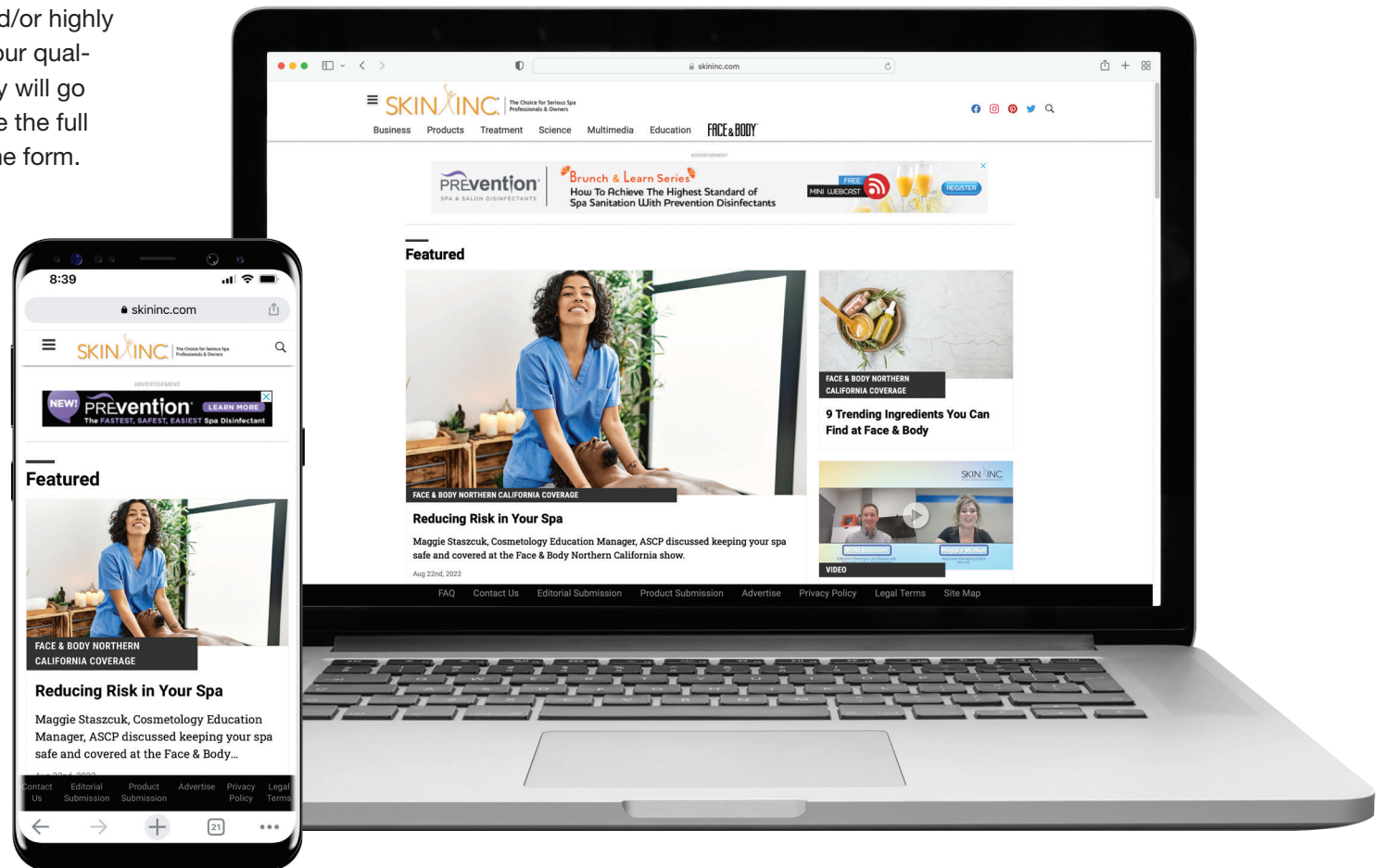


**Over 60,074 unique visitors are researching on SkinInc.com monthly.  
An average of over 124,932 page views each month. Over 82,435 registered website users.**

Book 40,000 website banner impressions and add **Direct Request Lead Generation** to your Branding Campaign. We will drive highly qualified leads as you offer your must-read down-loads and/or highly engaging “Call to action” prompt. When our qualified reader clicks on your banner ad they will go to a form with your offering. We will share the full contact details of those who complete the form.

- Must book at least 4 weeks before run date
- Material is due 2 weeks before run date



## Pick Your Position

### Header Position

Billboard Ad + Mobile Ad: 970 x 250 px

\$115/1,000 impressions (example 10,000 impressions \$1,150)

Super Leaderboard Ad + Mobile Ad: 970 x 90 px

\$95/1,000 impressions (example 10,000 impressions \$950)

Mobile Ad: 320 x 50 px Included with purchase\*

### In-Line Position

Medium Rectangle: 300 x 250 px

\$80/1,000 impressions (example 10,000 impressions \$800)

### Footer Position

Super Leaderboard Ad + Mobile Ad: 970 x 90 px

\$85/1,000 impressions (example 10,000 impressions \$850)

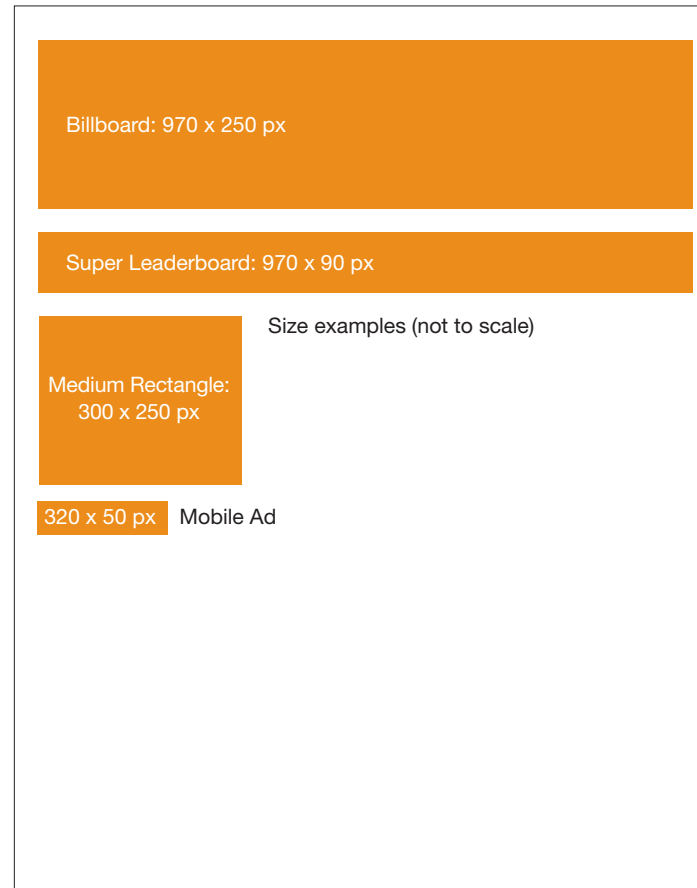
Mobile Ad: 320 x 50 px Included with purchase\*

### Specifications

72dpi

File format: .jpg or .gif

Click through URL



*\*Billboard & Super Leaderboard ad sizes require a separate Mobile ad version.*

## Video Ad Specifications

300 x 250px

Video should be no longer than 10 seconds.

Video must be visitor initiated, not auto-play.

Provide us with a URL the clickable link goes to.

Provide an end of video “Call to Action”: Please provide us with call to action text for the end of the video.

This will make the video clickable, for the viewer to go to your website. Keep it short, 6 or fewer words

(Ex: Click for More Info, Visit Us, Click Now, Visit Us – Click Now, Watch More Video).

### **Skin Inc. hosts your video**

Export your video as mp4 at the custom dimensions (recommended H.264 codec)

Reporting from *Skin Inc.* will include:

- banner ad impressions
- total plays
- total minutes viewed

### **You host your video**

Send *Skin Inc.* the iFrame embed code for your video (see below example)

Reporting from *Skin Inc.* will include:

- banner ad impressions

### **Example of iFrame embed code:**

```
<iframe src="http://content.jwplatform.com/players/jnDJG1qw-bqCYoRoM.html" width="300" height="250" frameborder="0" scrolling="auto"></iframe>
```