



Home Page Display Ads

Size	Format	Color	Pixels
Large Rectangle (Static only)	JPEG	RGB	300 x 250
(5 slots available. 2 deep rotation)			
Border: 1x1 Pixel border for creative			

Leaderboard Ad Static or Flash® with static backup	RGB	728 x 90
(1 slot available. 2 deep rotation)		
Border: 1x1 Pixel border for creative		

Leaderboard Flash® specs

- File Format** - Macromedia Flash 7 Compatible SWF file
- Animation** - 15 Seconds maximum
- Frame Rate** - Maximum 18 frames per second or lower, ideally 12 fps.
- Backup Gif** - A backup Gif/JPEG must be provided for non-flash users. This Gif/JPEG should follow the file size outlined above.

Industry Page Sponsor Ads

Large Rectangle (static only)	JPEG	RGB	300 x 250
(5 slots available. 2 deep rotation)			
Border: 1x1 Pixel border for creative			

Leaderboard Static or Flash® with static backup	RGB	728 x 90
(1 slot available. 1 deep rotation)		
Border: 1x1 Pixel border for creative		

Leaderboard Flash® specs

- File Format** - Macromedia Flash 7 Compatible SWF file
- Animation** - 15 Seconds maximum
- Frame Rate** - Maximum 18 frames per second or lower, ideally 12 fps.
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SWF Creative file for use in Open Adstream (OAS)*

Leaderboard ONLY - Instructions are intended for Flash Versions 7, 8, and 9 using ActionScript 2.0

Setup Steps:

- A clickable flash object such as a button or "hit area" in the flash movie clip will require some actionscript attached to it.
- Associate the on (release) event with that object.
- The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
- Place the click tag actionscript (listed below) as the instructions for the "on (release)" event.
 - For a Button Use: `on (release){ get URL (_root.clickTAG,"_blank"); }`
 - For Movie Clip Use: `on (release){ getURL(this._parent clickTAG,"_blank"); }`
- Make sure to check off the "Expression" checkbox for the URL field that is the variable for the get URL actionscript function.

Reaching decision-makers online and on the go

Alaska Business Monthly (www.akbizmag.com) is a leading source of Alaska related business news and information, offering advertising relevance second-to-none.

Large Rectangle 4.167" x 3.472"
Leaderboard 10.111" x 1.25"

Home Page Ads

Advertising on the home page of www.akbizmag.com offers high visibility exposure to people interested in business in Alaska. Our site averaged over 24,000 visitors and a whopping 354,000 page hits per month in 2011, with a strong upward trend in traffic. The number of viewers Monday - Friday is particularly strong, indicative of our business-oriented readership. Readers find news on our website that no other Alaska media covers - the most current Alaska business, state and federal government news and events are posted daily.

Industry Page Sponsor Ads

Advertising as an industry sponsor is a great way to add targeted relevance to your media plan. As a sponsor of any of these categories, your ad will appear on screen whenever somebody visits our site and reads a news release or article related to the industry you are sponsoring. Industry sponsorships are sold on an annual basis.

Industry Sponsor Categories

Alaska Native Business	• Insurance
Architecture & Engineering	• Media, Film & Entertainment
Banking & Finance	• Military
Construction	• Mining
Education & Nonprofits	• Oil & Gas
Energy & Utilities	• Real Estate
Environmental Services	• Science
Fisheries	• Small Business
Forestry	• Telecom & Technology
Government & Politics	• Travel & Tourism
Health & Medicine	• Transportation & Shippers

* Additional Notes:

- If the whole file is meant to be clickable, a transparent button should be placed on the top layer of the SWF.
- In order to track clicks within OAS, the SWF must not be setup with a hardcoded click URL.