

2010 Advertising Rates

FEDERALTIMES

Size	B & W	B & 1C	4C
Two Page Spread	\$13,960	\$15,960	\$17,960
Jumbo Jr Spread	12,300	14,300	16,300
Full Page	6,980	7,980	8,980
Jumbo Junior	6,150	7,150	8,150
1/2 Page	5,420	6,420	7,420
2/5 Page	5,290	6,290	7,290
1/2 JJR Page	4,860	5,860	6,860
3/10 Page	4,690	5,690	6,690
1/5 Page	3,650	4,650	5,650
1/10 Page	2,600	3,600	4,600

Premium Positions

Center Spread	\$1,000
Back Cover	600
Inside Back Cover	500
Inside Front Cover	600
1st Right Hand Page	500
Other Reserved Positions	350

Cover Banners

One time \$4,000

Frequency Discount: Banners

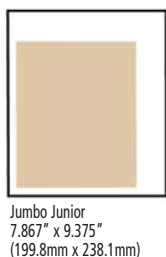
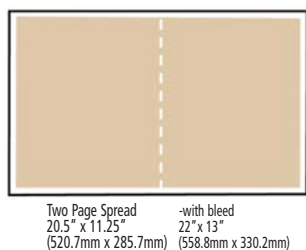
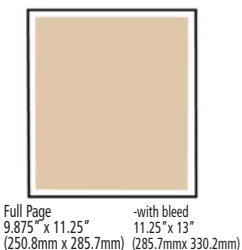
4x	8x	12x
8%	12%	24%

Special Category Rate \$8.10 per line

Ad Specifications

For complete listing of ad specifications:
www.federaltimes.com/promos/advertising

Publication trims to 10.75" x 12.5" (273mm x 317.5mm)



Additional Ad Sizes:

JJR Spread	16.484" x 9.375"	418.6mm x 238.1mm
2/5 Page	3.85" x 11.25"	97.7mm x 285.7mm
Front Page Banner	5.75" x 1.5"	146.0mm x 38.1mm
1/2 Page JJR (vertical)	3.85" x 8.75"	97.7mm x 222.2mm
1/2 Page JJR (horizontal)	7.867" x 4.375"	199.8mm x 111.1mm
1/5 Page	3.85" x 5.625"	97.7mm x 142.8mm
1/5 Page Column	1.842" x 11.25"	46.7mm x 285.7mm
3/10 Page	5.858" x 5.625"	148.7mm x 142.8mm
1/10 Page	1.842" x 5.625"	46.7mm x 142.8mm

Frequency Discounts

3x	6x	12x	18x	24x	37x
3%	5%	8%	10%	12%	20%

Online Advertising Rates

Type	Size	CPM Home Page	CPM Channel
Posterboard	300 x 250	\$50	\$40
Leaderboard	728 x 90	\$40	\$35
Skyscraper	160 x 600	\$35	\$30

Type	Size	Run-of-Site	Remnant*
Posterboard	300 x 250	\$35	\$10
Leaderboard	728 x 90	\$30	\$8
Skyscraper	160 x 600	\$25	\$5

* All remnant rates are net and pre-emptable.

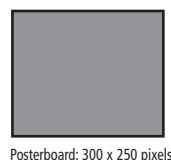
Individual site targeting - 15% premium charge
 Geotargeting or domain targeting - 25%
 Top ad position targeting - 15%

E-Newsletter: Federal Times This Week

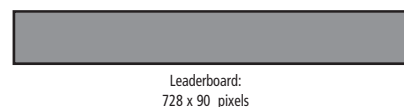
Ad sizes: 468 x 60

Up to 4 Sponsorships	\$1,059/week
5-12 Sponsorships	\$883/week
12+ Sponsorships	\$706/week

Ad Unit Configurations



Skyscraper
 160 x 600 pixels



Online Specifications

Creative Requirements

728x90, 300x250, 160x600:

- 40kb Gif, Jpeg, Flash
- Rich Media Formats Accepted
- Maximum Animation Loop: 4
- Maximum Animation Length: 15 seconds

Guidelines

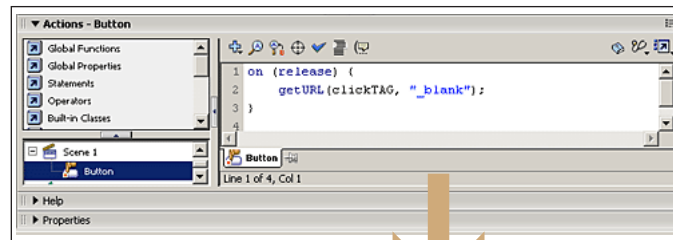
- Company name or advertiser's URL/recognizable logo must appear on all creative as advertiser branding. The URL must include to-level domain name (e.g., .com, .net, .org etc.). Creative must adhere to any and all trademark and copyright laws.
- All artwork must be accompanied by traffic instructions including linking URL and rotation instructions, if applicable.
- All online banner ads will be targeted to open a new browser window upon clicking. All advertiser submitted rich media, or third-party tags should also be coded to open a new browser window upon clicking.
- Online creative is due at least five full business days prior to the ad start date and/or rotation date.
- Rich Media creative is due at least ten full business days prior to the ad start date and/or rotation date.

Flash Delivery Specs

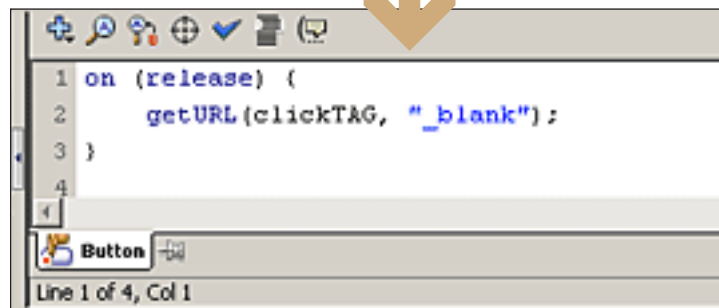
The following components are required to run Flash creative: advertiser must submit a back-up GIF to be served to those visitors and who do

not have a Flash plug-in and in case there is trouble with the Flash File. A SWF file with an empty click-thru "_" command set to:

getURL(clickTAG, "_blank");



If you are not certain how to do this, please send the FLA file along with ALL fonts used in the Flash creative. An additional 3 day lead time will be added to the posting of the creative to allow for testing/proofing and advertiser approval of the final file to post.



Floating ads (Point Roll, Eye Blaster, etc):

- Only one floating ad per campaign.
- Floating ads should include a control that allows the user to close or stop the ad.
- Floating ads should land in one of the standard IAB sizes for maximum effectiveness. The "landing" ad position counts toward ad maximums.
- Each floating ad will have a frequency cap of 1 "float" per day per user. In other words, if a user returns to the same page in the same day, the ad should not float the second time.

"Polite" rich media ads, which only load the maximum of 40K on initial load, then load more weight after the rest of the page has loaded or upon user request, are allowed.

To receive information about how to prepare Rich Media, please email: onlineads@atpco.com.

Campaigns

E-Newsletters

Rich Media is not accepted for the E-Newsletters.

Military Times Early Bird Brief

- 300x250 pixels (40kb) Posterboard
- 160x600 pixels (40kb) Skyscraper

Military Times Daily News Roundup

- 300x250 pixels (40kb) Posterboard
- 160x600 pixels (40kb) Skyscraper

Defense News Early Bird Brief

- 300x250 pixels (40kb) Posterboard
- 160x600 pixels (40kb) Skyscraper

Defense News Daily News Roundup

- 300x250 pixels (40kb) Posterboard
- 160x600 pixels (40kb) Skyscraper

Federal Times This Week

- 468x60 pixels (40kb) Banner (2)
- 130x25 pixels (40kb) Logo

Classified Marketplace Sponsorships

- 728x90 (40kb) Leaderboard (2)
- 120x90 (40kb)

Internet/Email Delivery of Materials

We provide the following services for ad material:

- Retrieval of file(s) from an advertisers FTP site
- Upload to our FTP site:
<ftp.atpco.com/pub/incoming>
Address: ftp.atpco.com
User name: anonymous
Password: "your email address"
- As an attachment to email:
onlineads@atpco.com

Both retrieval from and uploading to FTP sites, require notification to our email address. Please include customer name, intended publication and issue date and contact information. Be sure to compress all files.

Contact Us

Ad Scheduling Production Manager

Tel: (703) 750-8991 Fax: (703) 750-8981

Advertising Contact

Tel: (703) 750-7412

Outside Offices

New York

Tel: (212) 715-5500

Fax: (212) 715-5575

Los Angeles

Tel: (310) 444-2136

Fax: (310) 479-2550

Creative Questions

Tel: (703) 750-8991

Army Times Publishing Company Web Sites

militarytimes.com

armytimes.com

navytimes.com

airforcetimes.com

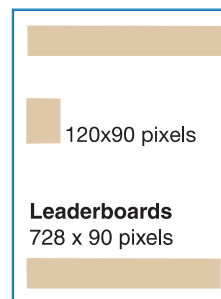
marinecorpstimes.com

militarytimesEDGE.com

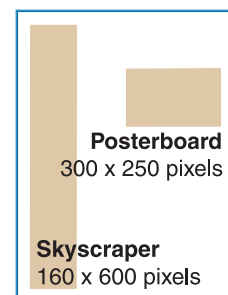
defensenews.com

federaltimes.com

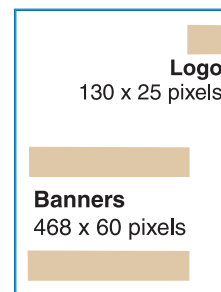
Online Creative Sizes



**Marketplace
Sponsorships**



**Early Bird Brief
Daily News Roundup**



**Federal Times
This Week**