

DMN - The Market Leader with Proven Performance

DMN circulation is the largest in the industry

DMN is the recognized market share leader

DMN is the 1st choice of the decision makers

DMN readers are your customers

Sustained History of Growth and Excellence

Over 50 Daily Publications
15 eNewsletters

Targeted Focus
World Wide Reach

The Numbers Say it All.



DMN Serves Digital Media Professionals

DMN has the largest portfolio of vertical publications serving professionals involved in all aspects of digital media. DMN focuses on distinct market segments, including streaming media, digital video, animation, special effects, desktop publishing, imaging and design, digital audio, CAD, workstations, broadcast and post production, and game development. These publications offer breaking technology and product news, the latest techniques, white papers, research, directories, streaming media features, classifieds, and extensive examples of projects using digital art, animations and video. Through extensive marketing, search engines and word-of-mouth, DMN boasts over 1.3 million visits a month and is the industry's first choice for news, information and advertising opportunities.



DMN Sites and Industry Clusters

DMN Market Clusters are the industry's best way to reach specific market segments. You can target these individual site clusters or create your own Custom Clusters designed to reach your company's target markets, all while enjoying our special Cluster discount pricing. Readership listed by cluster here is for March 2006. Call for most current site and cluster circulation numbers. (Note that total cluster circulation will exceed total DMN circulation because some sites are listed in multiple clusters. DMN circulation as of March 2006 is 1.0 million uniques, 1.3 million reader visits and 4.8 million page views.)

Blue and Video Production	576,398	Imaging/Design	228,691
Digital Producer	(www.digitalproducer.com)	Creative Mac	(www.creativemac.com)
Digital Post Production	(www.digitalpostproduction.com)	Digital Media Designer	(www.digitalmediadesigner.com)
Digital Video Editing	(www.digitalvideoediting.com)	Mac Design Pro	(www.macdesignpro.com)
DV Format	(www.dvformat.com)	Corporate Media News	(www.corporatemedianews.com)
DVD Creation	(www.dvdcreation.com)	Illustrator	(Illustrator.DigitalMediaNet.com)
Creative Mac	(www.creativemac.com)	Photoshop	(Photoshop.DigitalMediaNet.com)
Mac Video Pro	(www.macvideopro.com)	Media Workstation	(www.mediaworkstation.com)
Hollywood Industry	(www.hollywoodindustry.com)		
DMN Forums	(www.dmnforums.com)	Application Channels	50,798
After Effects	(aftereffects.digitalmedianet.com)	After Effects	(aftereffects.digitalmedianet.com)
Final Cut Pro	(finalcutpro.digitalmedianet.com)	Apple Motion	(motion.digitalmedianet.com)
Premiere	(premiere.digitalmedianet.com)	Avid Professional	(avid.digitalmedianet.com)
Vegas	(vegas.digitalmedianet.com)	DVD Studio Pro	(dvdstudiopro.digitalmedianet.com)
Film Imaging	(www.filmimaging.com)	Final Cut Pro	(finalcutpro.digitalmedianet.com)
Digital Intermediates	(www.digitalintermediates.com)	Illustrator	(illustrator.digitalmedianet.com)
Avid Professional	(avid.digitalmedianet.com)	Maxon	(maxon.digitalmedianet.com)
Maxon	(maxon.digitalmedianet.com)	Photoshop	(photoshop.digitalmedianet.com)
Apple Motion	(motion.digitalmedianet.com)	Premiere	(premiere.digitalmedianet.com)
Storage	(storage.digitalmedianet.com)	Vegas	(vegas.digitalmedianet.com)
DVD Studio Pro	(dvdstudiopro.digitalmedianet.com)		
Film	42,295	Broadcast	75,910
Digital Post Production	(www.digitalpostproduction.com)	Broadcast Newsroom	(www.broadcastnewsroom.com)
Hollywood Industry	(www.hollywoodindustry.com)	Digital Webcast	(www.digitalwebcast.com)
Film Imaging	(www.filmimaging.com)	HD Issues	(www.hdissues.com)
Digital Intermediates	(www.digitalintermediates.com)	DTV Professional	(www.dtvprofessional.com)
After Effects	(aftereffects.digitalmedianet.com)	IBC News	(www.ibcnews.com)
Pro Audio	55,117	After Effects	(aftereffects.digitalmedianet.com)
Digital Pro Sound	(www.digitalprosound.com)	CAD/CAM/CAE	26,525
Mac Audio Pro	(www.macaudiopro.com)	Digital CAD	(www.digitalcad.com)
Media Workstation	(www.mediaworkstation.com)	AEC Newsroom	(www.aecnewsroom.com)
Corporate Media	45,574	Media Workstation	(www.mediaworkstation.com)
Corporate Media News	(www.corporatemedianews.com)	Pro AV	41,000
Presentation Master	(www.presentationmaster.com)	Audio Video Producer	(www.audiovideoproducer.com)
Illustrator	(illustrator.digitalmedianet.com)	Presentation Master	(www.presentationmaster.com)
Photoshop	(photoshop.digitalmedianet.com)	Corporate Media News	(www.corporatemedianews.com)
Animation/Visual FX	139,053	Macintosh OS	161,175
Animation Artist	(www.animationartist.com)	Creative Mac	(www.creativemac.com)
Digital Animators	(www.digitalanimators.com)	Mac Animation Pro	(www.macanimationpro.com)
Digital Game Developer	(www.digitalgamedeveloper.com)	Mac Audio Pro	(www.macaudiopro.com)
Mac Animation Pro	(www.macanimationpro.com)	Mac Design Pro	(www.macdesignpro.com)
Siggraph News	(siggraphnews.digitalmedianet.com)	Mac DVD Pro	(www.macdvdpro.com)
After Effects	(aftereffects.digitalmedianet.com)	Mac Video Pro	(www.macvideopro.com)
Avid	(Avid.DigitalMediaNet.com)	DVD	27,683
Maxon	(Maxon.DigitalMediaNet.com)	DVD Creation	(www.dvdcreation.com)
Motion	(Motion.DigitalMediaNet.com)	Mac DVD Pro	(www.macdvdpro.com)
Storage	(Storage.DigitalMediaNet.com)	DVD Studio Pro	(dvdstudiopro.digitalmedianet.com)
DVD Studio Pro	(DVDStudioPro.DigitalMediaNet.com)		
Media Workstation	(www.mediaworkstation.com)		

Units, Pricing, Specs, Deadlines, and Delivery Information

DMN Website Options & Pricing

WEBSITES	no/name:	2006 Rate Card Pricing (cost per 1000)			dimensions ¹	max file size ²	description
		Single Site	Cluster	Run of Net			
	1/ Wide Top Banner				995 x 17	15K	Rotates with other advertisers on the very top of pages.
	2/ Banner (Leaderboard)				up to 728 X 90	40K	Rotates with other advertisers at the top and bottom of every page within a website.
	3/ Embedded	Call For Current Prices			up to 600 X 600	100K	Rotates on all content pages, in articles and at the bottom of content and splash pages.
	4/ Premium Embedded				400 X 300	40K	Rotates on all splash and home pages.
	5/ Button				150 X 130	15K	In the right hand margin of every page.
	6/ Double Button				150 X 260	30K	
	7/ Skyscraper				150 X 520	45K	
	8/ Left hand Skyscraper				120 X 600	45K	In the left hand margin under the menu.
9/ Premium Button		Call for pricing, availability and specifications.				Secure the prime, number one position for your button – <i>call for details.</i>	
10/ Barker Button				225 X 76	10K	Premium placement on top of the news section of splash and home pages. <i>Excellent branding opportunity.</i>	
11/ Interstitial (Roadblock)				up to 800 X 600	150K	“Roadblock” type advertisement displayed between content page views. <i>100% share of voice.</i>	
Custom Formats		Custom ads are available upon request. Please contact our sales representative.					
Most formats accepted – .gif, .jpg, .swf, .html etc. – We will consider “rich media” on a case by case basis. Additional charges may apply							

DMN Newsletter Units & Pricing

NEWSLETTERS	newsletter name	day published	Sponsor	Embedded	Button	unit descriptions	dimensions	file size ²	formats
	Digital Media Net	Mon, Wed, Fri				Sponsor Banner – top and bottom positions. Only one sponsor per newsletter.	728 X 90	35K	gif, jpeg
	Hot Threads	Mon, Wed, Fri					468 X 60	15K	
	Corp. Media, Levels, Waveform	Mon	Call For Current Prices						
	Loud!, Mac Alert, Pixels, HD					Embedded – large format ads in the content area.	400 X 300	35K	gif, jpeg
	Weekly, DVD Viewpoint	Tue				Button – right-hand margin.			
	K News, Streamline	Wed					150 X 130	15K	gif, jpeg
	CADlist, Renders, Timeline	Thu							

DMN Email Options & Pricing

EMAIL		Price	Available Vertical Cluster Selections	
	Setup Fee	Call For Current Prices	• Animation	• Mac Only
	Transmission Fee		• Broadcast	• Media Production/Editing
	Base Rate (random selection)		• CAD/CAM/CAE	• Pro A/V
	All DMN		• Design/Imaging	• Webcast/Streaming
	Vertical Cluster Selections		• Digital Audio	3000 names minimum
			• Game Developers	Call for current list numbers.

DMN Hotlinks

HOTLINKS	Hotlinks are advertiser-sponsored key words, phrases, or terms that appear highlighted in the editorial and news content published by DMO (Digital Media Online, Inc.) on any one of its online communities
	Visit http://www.digitalmediaonlineinc.com for more information or call your sales representative.

1- Custom sizes, formats and programs available upon request. 2- Ads over max file size will require an additional charge for posting.

Frequency and volume discounts may be available – call 949-251-0199 ex. 0 for a proposal.

Deadlines, Shipping and URLs:

Advertisers must submit materials at least two business days before start date. We accept electronic files either via the Internet or on CD-ROM. Please supply ALT text (no more than 30 characters) and target URLs. All supplied URL's must be active at the time of the start date of banner run. Digital Media Net will not display advertising with dead URLs. All advertisements will be reviewed and are subject to approval before placement on the site.

• **Email:** materials@digitalmedianet.com
 • **Phone:** 949-251-0199 • **FAX:** 949-251-0809
 • **Mail:** Digital Media Online, Inc.
 ATTN: Traffic Manager
 4500 Campus Drive, Suite 608
 Newport Beach, CA 92660

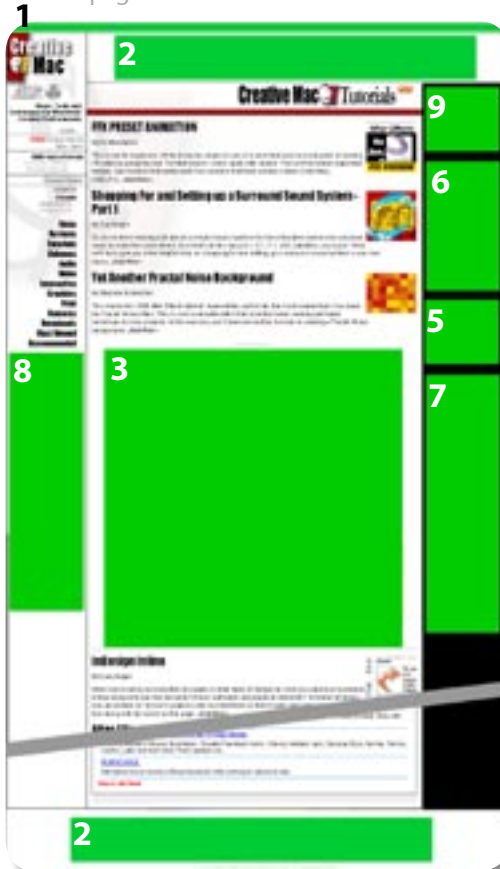


Visual Guide to DMN Ad Formats

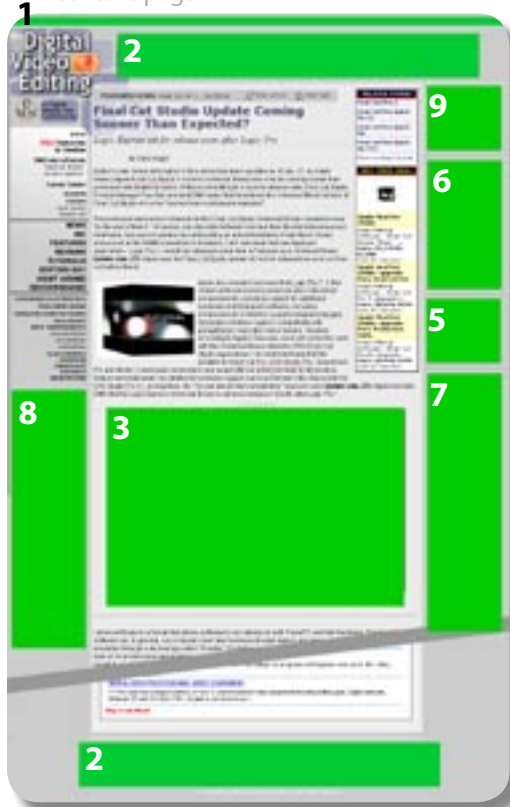
splash page



list page



content page



interstitial page



1 Wide Top Banner

2 Banner (Leader Board)

up to 728 X 90 pixels

3 Embedded

up to 600 X 600 pixels

4 Premium Embedded

400 X 300 (IAB Rectangle)

5 Button

150 X 130 pixels

6 Double Button

150 X 260 pixels

7 Skyscraper

150 X 520 pixels

8 Left hand Skyscraper

120 X 600 pixels

9 Premium Button

10 Barker Button

225 X 76 pixels

11 Interstitial (Roadblock)

up to 800 X 600 pixels

DMN Hotlinks



DMN Hotlinks

Highlighted and linked words in content -

Visit <http://www.digitalmediaonlineinc.com> for more information or call your sales representative.



Hotlinks is a pay-for-performance ad unit that delivers traffic to your site via contextually-relevant keywords and phrases found within

DMN article-based content.

An advertiser who uses Hotlinks reaches highly relevant users while they are focused on content that is directly relevant to the advertiser's product or service.

- **Contextual Targeting** - Delivers the advertiser's message whenever relevant content includes the keywords or phrases you have selected.
- **Clean & Simple** - Your message within the body of content.
- **User Initiated Response** - Advertising messages appear only when user expresses interest making advertisements useful not an annoyance.
- **Easy Management** - Choose relevant keywords, provide the links, ad roll over message, choose how much you want to pay per click.
- **Simple Pricing Model** - Pay-for-performance (CPC) pricing.

Hotlinks is a bid based PPC that gives up to three clients access to a keyword or phrase. The click opportunities are distributed among the three top bidders for the hotlink:

- **First place bid:** 50% of all opportunities, • **Second place bid:** 33.3% of opportunities, • **Third place bid:** 16.6% of opportunities

As a Hotlink client you specify what keywords and phrases you want, how much you want to pay for each click and how much in total you want to spend. You control exactly how your budget is used.



There are three components to DMN Newswire:

- 1.** DMN Newswire is a dedicated industry news site that showcases press releases from every industry segment covered by DMN. *(This is a free service)*
- 2.** DMN Newswire also offers PR and Marketing professionals the ability to submit press releases directly into the DMN Publishing Network, allowing your company news to be published easier and faster throughout the DMN Network of publications. *(This is a free service but requires you to register with DMN Newswire).*
- 3.** DMN Newswire also offers you the ability to specify the DMN publications your company news will appear on, and gives you control over how long they will remain on the front page. This last option is very important during times of increased press release activity such as industry trade shows and events. During these times your important news releases may be pushed off the front page by the sheer volume of news hitting the wires. Now with DMN Newswire you can keep your company news in front of readers. *(This is a premium service.)*

Contact your DMN Sales Representative for more information or login at: <http://www.DigitalMediaOnlineInc.com>

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Submitting A News Article

Visit DMN Newswire (<http://www.dmnnewswire.com>) where you can enter your press releases for guaranteed distribution to the DMO family of sites. If you are interested in submitting editorial content (features, profiles, white papers, reviews, tutorials, etc) please send an email to: submissions@digitalmedianet.com.

Digital Media Online's Advertising Terms and Conditions

Digital Media Online strives to provide superior service to all of its customers. This letter outlines the terms and conditions under which we provide service.

1. We submit advertising proposals to you with the intent of fulfilling both the letter and spirit of those proposals. However, we can "accept" your advertising campaign and reserve the advertising inventory required to deliver that campaign only after you've sent us a signed insertion order. Allocation of advertising inventory is strictly on a first-come, first-served basis.
2. We accept advertising based on your representation that you have the right to publish and display the content. You agree to indemnify and hold Digital Media Online harmless from, and against, any expense, liability, claim or loss that results from any claims arising out of online publication and display of your advertising.
3. We will run your advertising in the positions and time periods stated on accepted insertion orders. We always use our best efforts to deliver impressions equally over the length of your advertising campaign.
4. In order to ensure that your advertising campaign begins on time, advertising creative must be received at least the day prior to the beginning of an advertising flight. If you don't send us acceptable creative at least the day prior to the scheduled beginning of a campaign, you may forfeit your allocation or we may not be able to deliver the requested number of impressions.
5. We'll substitute advertising creative materials, monthly, during the course of campaigns without charge. Please give us 48 hours to make these changes.
6. The impression and click-through counts generated by our ad servers are the measures by which we determine if we have fulfilled our commitment to you. However, we know that many clients use third-party ad servers, and we commit to using our best efforts to explain and correct any discrepancy between the two methods.
7. Send us cancellation and/or modification notices in writing. In the case of cancellations, we will bill you for 30 days of service from the cancellation date or until the remainder of your advertising campaign, whichever occurs first. You will be short-rated to current completed frequency at that time.
8. All creative materials are subject to our approval. Ads over designated size may require an additional charge for posting. We will reject any creative that we believe to be inappropriate for the Digital Media Online audience or that does not satisfy our technical or art requirements.
9. We occasionally make mistakes. If we do, we will attempt to correct our mistake or return any money received, at our discretion. We will not be liable for any costs or damages, consequential or otherwise, as a result of any mistake, omission, error or for any other reason.
10. We expect to be paid for our services. We reserve the right to collect from either clients or their advertising agencies such monies as are due and payable, including all costs of collection and attorneys' fees.
11. We do business with our clients under these Terms and Conditions. We are not bound by conditions printed or appearing on insertion orders or instructions by advertisers which conflict with these Terms and Conditions without our express written consent.
12. There are some things beyond our control. We will not be liable for delays in publishing, delivery, non-delivery, or other errors as a result of events beyond our control including, but not limited to, Acts-of-God, actions by any government entity, fire, flood, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption, or Internet or communications failure.
13. Initial billing occurs upon the start of the campaign in which we have provided services to you. Unless otherwise noted, payment terms are net 30 from the date our invoice is issued. We will impose a 3% late fee for every 30 days your payment is past due.
14. All advertising rates are subject to change without notice from Digital Media Online.