



# Online Advertising Specs

## Mission

Like its magazine counterpart, privateclubs.com connects with its affluent and influential audience by reflecting the "private club experience" and reinforcing the lifestyle decision already made by its users. The site provides additional information not found in the printed version, including more details on some stories, fresh recipes, and previously unprinted images.

## 2008 Traffic (Source: 2008 Google Analytics)

Average monthly page views.....64,048  
Average monthly unique visitors.....25,084

## Available Advertising Positions

- Home Page (privateclubs.com)
- Food/Drink page
- People page
- Family page
- Travel page
- Golf page
- ClubCorp page
- Archives page

## Video Advertising Specifications

### PLACEMENT

- Pre-Roll: When player loads in page
- On Play: When client clicks play button
- Mid-Roll: Point between two streams (if playing a playlist)
- Post-Roll: At end of final content feed

### PANEL ASPECT RATIO & DIMENSIONS

- 4:3.....300 pixels wide x 225 pixels high
- 16:9.....400 pixels wide x 225 pixels high

### BITRATES & FPS

- Video.....200-600kbps
- Audio.....48kbps
- FPS.....15-25

### COMMERCIAL LENGTH

- Pre, OnPlay & Mid-Roll.....3-8 seconds
- Post-Roll.....Up to 30 seconds

### MAXIMUM FILE SIZE = 2MB (AFTER ENCODE)

## In-Page Advertising Units

### DIMENSIONS

- Leaderboard.....728 pixels wide x 90 pixels high
- Large Side Banner.....300 pixels wide x 250 pixels high
- Small Side Banner.....300 pixels wide x 100 pixels high

### FILE SPECIFICATIONS

GIF, JPEG, and Flash files accepted. File names must be unique and must include 3-character extension (.gif, .jpg, or .swf).

### MAXIMUM FILE SIZE = 50K

## Custom Advertorials

Contact us for information about custom advertorial Web pages.

## Submission of Files

Files may be sent via e-mail to sonja.canida@clubcorp.com.

## Due Dates

Ads will run concurrently with online issue of *Private Clubs*.

- Spring 2009.....Feb. 25
- Summer 2009.....June 3
- Fall 2009.....Sept. 2
- Winter 2010.....Dec. 2

### ACCEPTED PAL OR NTSC FILE FORMATS

- Windows Media Format 8 [WMV]
- QuickTime Movie [MOV]
- MPEG 1/2
- Flash 7 [FLV]

### COMMERCIAL INTERACTIVITY

Click-thru URL required for clickable video ads.

### CONTROLS

- Host-initiated Play and Audio
- Start/Stop and Volume On/Off controls required
- Fast Forward disabled through ad play

(Jan. 29, 2009)