

Bethesda

MAGAZINE.COM

2012 MEDIA KIT

BethesdaMagazine.com is the online gathering place for affluent Bethesda-area consumers who want to learn about and discuss what's going on in their community. With original content and content from *Bethesda Magazine*, BethesdaMagazine.com is the go-to site for active and engaged residents.

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BethesdaMagazine.com provides advertisers with new and exciting ways to reach customers and prospects. Advertisers can reach either a broad or targeted audience, depending on the ad rotation they choose. And steep discounts apply for *Bethesda Magazine* print advertisers.

BethesdaMagazine.com offers advertisers five ad rotations:

- ▶ RUN OF SITE
- ▶ HOMEPAGE
- ▶ HOME SECTION
- ▶ HEALTH SECTION
- ▶ DINE SECTION
- ▶ SHOPPING SECTION
- ▶ EDUCATION SECTION

Bethesda

MAGAZINE

advertising@BethesdaMagazine.com

P (301) 718-7787, ext. 212
F (301) 718-1875

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Bethesda, MD 20814

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OCTOBER 24, 2011

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Bethesda
MAGAZINE.COM

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MAGAZINE
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BETHESDA HOME
BETHESDA HEALTH
EDUCATION
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CALENDAR
MULTIMEDIA

shopping

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A Guide to Giving

Man of Persuasion

Call for Nominations: Extraordinary Teen Awards

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DINING GUIDE

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LOCATION

Bethesda

Chevy Chase

CUISINE

Alghan

American

SERVES

Breakfast

Brunch

PRICE RANGE

\$101-\$150

\$150+

FEATURES

Children's Menu

Outdoor Dining

BEST OF BETHESDA

2011 Best Overall Restaurant

2011 Best Salads

Browse all listings >

SEE US ON:

BLOGS

Table Talk

Jetties opens tomorrow in Bethesda
Sandwich and salad spot brings new ideas to Woodmont Triangle

COMMENTS: 1

Posted 10/21/11 @ 03:17 PM

Shop Talk

Kick off Care for Kids week and an "upscale yard sale"
Kick off Care for Kids week on Bethesda Row and BUYS, an "upscale yard sale"

COMMENTS: 1

Posted 10/20/11 @ 02:49 PM

B Chic

Katherine Martinez
Eclectic with a lot of vintage and thrift.

COMMENTS: 1

Posted 10/18/11 @ 02:10 PM

Education Matters

Homework-free weekend? Yeah, right
Two Montgomery County public high schools try to offer students a break

COMMENTS: 1

Posted 10/21/11 @ 03:37 PM

Resident Tourist

The National Arboretum: D.C.'s Secret Garden
You may have lived for decades somewhere in or near Washington DC and never strolled some of the 450 verdant acres that make up the U.S. National Arboretum, the largest green space in the District and one of the world's loveliest gardens.

COMMENTS: 1

Posted 10/18/11 @ 10:06 AM

CHEVY CHASE TRUST
INVESTMENT ADVISORS

Investing is more than our practice. It's our culture.

Chevy Chase Trust is independently owned and financially secure. This means we can invest in the brightest talent, in the local community, and we can put everything we have into pursuing the greatest potential for each client's portfolio.

To learn more, [click here](#) or call Stacy Murchison at 240.497.5008.

GIVEAWAYS

American Dance Institute Presents:
David Dorfman Dance
Prophets Of Funk
Win 4 FREE Tickets

PROFILES

Your guides to leading Bethesda-area professionals

- Ask the Beauty Experts
- Ask the Senior Services Experts
- Attorneys
- Builders and Architects
- Dentists
- Financial Professionals
- Home Experts
- Physicians
- Realtors
- Women in Business

NEWSLETTERS

BETHESDA MAGAZINE PREVIEW
A monthly sneak peek at what's coming in the next issue of *Bethesda Magazine* and on BethesdaMagazine.com.

SPECIAL OFFERS
Get coupons and special offers from Bethesda-area restaurants, retailers and other businesses.

TABLE TALK ALERT
Be the first to know about restaurant openings, closings and other inside information.

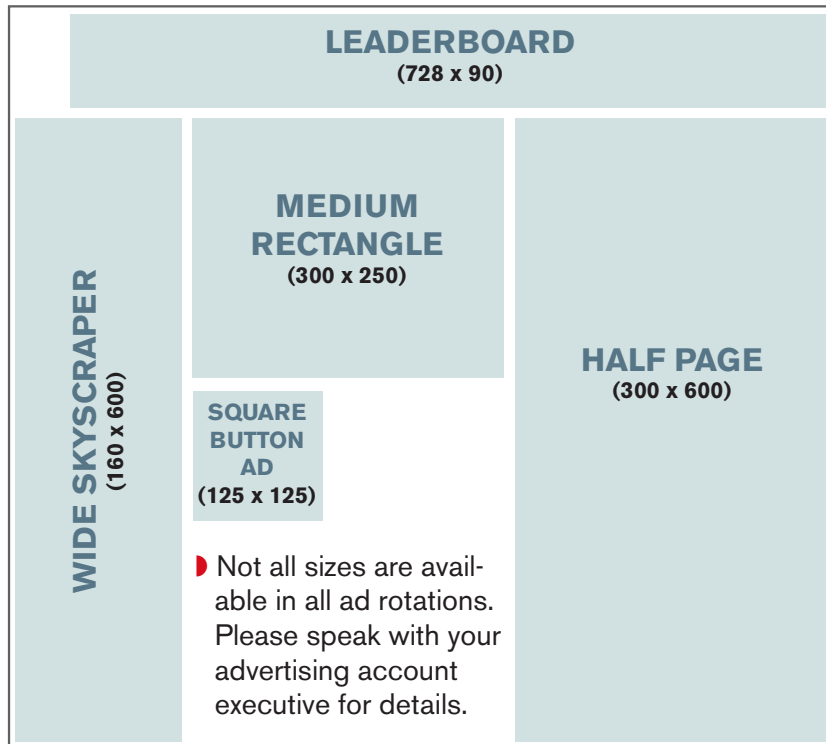
CALENDAR OCTOBER 2011

« Previous Month | Current Month | Next Month »

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22

Online Advertising Sizes & Specs

AD SIZES (sizes are relative)



BANNER ADS (including HTML, Images, SWF and Video):

- ▶ Media Types: Image, Flash (SWF)
- ▶ File Types: GIF, JPEG
- ▶ Max File Size: 40K
- ▶ Animation Allowed: Yes
- ▶ AnimationTime Limit: 15 Seconds
- ▶ Audio Allowed: No
- ▶ Alternate Text: Maximum of 30 Characters

HTML GUIDELINES

- ▶ HTML code cannot exceed 5k.
- ▶ 2 Images maximum, total file size of images cannot exceed 40K.
- ▶ Client-side image maps are acceptable and must be provided by the client.

LINKING GUIDELINES

- ▶ Linking URLs must be domain name based and cannot be the IP address (i.e. <http://207.234.343.78>).

FLASH GUIDELINES

- ▶ Flash versions 7,8,9 are allowed.
- ▶ Frame rate may not exceed 18 frames per second. 12 seconds is preferred.
- ▶ Ads are optimized for Flash 9, Plug-in. If the user does not have the Flash 9 plug-in or above, an alternate static ad will be served.
- ▶ Loading images from cross domains is not permitted for security reasons.
- ▶ The SWF can be published as compressed.
- ▶ Accessing the user's microphone or webcam is not permitted.
- ▶ Streaming video is allowed when using FLV streaming format. FLV files are treated the same as additional SWF files.

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