

GaySonoma.com
Online Advertising Specifications
Prepared October 2005



Sales:
Phone/Fax: 707-569-9905
Ads@wtppub.org
P.O. Box 12126, Santa Rosa, CA 95406

Design and Ad Delivery:
Erika Clary
Phone: 707-869-9040
Erika@msjones.com

GaySonoma.com - Online Advertising Specifications

All online ads are measured in pixels at 72 dpi. All sizes are listed as WxH. Note: All electronic advertising and Web pages and other electronic content is subject to approval by GaySonoma.com. The right is reserved to revise or reject any advertising for no reason or for any reason.

Rich Media (Flash, HTML, etc.) Guidelines

Sizes and file size requirements are determined by the size of the ad. If you need information on an ad format not included here, please contact: **erika@msjones.com**.

Flash/Shockwave

For each Flash ad, we will need:

- SWF file (compiled Flash) Target URL - getURL action must be specified
- GIF file (to be served to users who do not have the Flash plugin installed/enabled)
 - Target URL for GIF
 - No Audio

HTML

We also accept ads created as HTML:

- May be a combination of images and text
- May contain JavaScript
- Combined file size (all images and HTML file) should still be within limits set by ad spec
 - May contain multiple click-throughs (use format below for each link)



Ad Placement Examples

WE THE PEOPLE
VOICE OF LESBIAN, GAY,
BISEXUAL & TRANSGENDERED
COMMUNITY IN THE NORTH BAY

Web Site Premier Header

September 2005 -- Gaysonoma.com - Voice of the Lesbian, Gay, Bisexual & Transgendered Community in the North Bay

100x34



NEWS

- Frontpage
- Local
- Russian River
- Marin
- Napa
- North Counties
- San Francisco
- State
- National
- International
- Archives

PERSPECTIVES

- Opinions
- Letter to the Editor
- Cartoons
- Ask the Vet - Pets

FEATURES

- HIV & AIDS
- Gay Scene
- Parenting
- Marriage Rights
- Humor
- Health & Nutrition
- Seniors
- Religion
- New Age
- Transgender / Transsexual

ARTS & ENTERTAINMENT

- Theater
- Music
- Books
- Film
- Happenings
- Calendar

COMMUNITY

Our forum for the Lesbian, Gay, Bisexual & Transgendered Community in the North Bay!
Come on in!

MARKETPLACE

- Rentals/Roommates
- Services
- Massage/Bodywork
- Travel/Accommodations
- Real Estate
- Shopping

PERSONALS

- Men & Women

NEWSPAPER

- Advertising Info
- Distribution Locations
- Contact Us
- Archives

RESOURCES

- Web Search



Buy your own pad.
homelounge.com

Gaysonoma.com an online guide for news, events, personals, gay (and gay-friendly) local businesses, community organizations, classifieds, and more for the Sonoma County gay, lesbian, bisexual, transgender, Intersex and otherwise non-heterosexual community.

Queer Journalists Group Honors WTP's Leroy F. Aarons with New Education Program

30 Aug 2005

The National Lesbian and Gay Journalists Association (NLGJA) launched the Leroy F. Aarons Journalism Education Program last month. The multi-faceted initiative will continue and expand the education work started by NLGJA founder Leroy F. Aarons. NLGJA made the announcement at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC) in San Antonio.

Aarons died of heart failure on November 28, 2004 at the age of 70 following a ten-month battle with cancer. After an impressive career in journalism, that included writing for Time, People, The Washington Post, and The Oakland Tribune, Aarons settled down in Sebastopol with his partner, Joshua Amotz Boneh.



MORE ▶

300x250

OTHER NEWS

LOCAL

"Art for Life" Goes To The Highest Bidder During Benefit
Art for Life, a Face to Face art auction enters its eighteenth year when it draws hundreds to view and bid on a plethora of creations ...

Why Marriage?

The Rohnert Park City Council voted for a resolution to support civil marriage equality and in opposition to any state or federal Constit...

RUSSIAN RIVER

River Crossings

Our Russian River Summer has come to an end. Believe it or not, some of the beautiful trees in Guerneville are already starting to have...

The Sweet Smell Of Success Wafts Through A Wicked Scent

Things are just glowing just a bit brighter for the Guerneville business community with the addition of a new store A Wicked Scent. The s...

Find your new apartment on Rent.com!

Find what moves you:

- Apartments
- Roommates
- Moving Services

BARNES & NOBLE .com

FAST & FREE DELIVERY

DELIVERY IN 3 DAYS OR LESS. FREE ON ORDERS OF \$25 OR MORE

234x60

468x60

HURRICANE RELIEF
GIVE TO AMERICA'S SECOND HARVEST.
THE NATION'S FOOD BANK NETWORK

FIND MORE
Gay-Friendly
VACATIONS

120x212

ORBITZ
AND GO!

the **L**word
complete second season
dvd \$49.99



125x100

125x125

with
LANA DELVA
tours

you are
HERE!

120x400

kleptomaniac

Fall Denim Sale



up to
25% off
selected styles

728x90

100x34



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- Contact Us
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RESOURCES

- Web Search



Local News

"Art for Life" Goes To The Highest Bidder During Benefit

Art for Life, a Face to Face art auction enters its eighteenth year when it draws hundreds to view and bid on a plethora of creations by local artists at the Friedman Center in Santa Rosa on Sunday, September 18. Three days of preview exhibition will precede the popular silent auction on Sunday.

Why Marriage?

The Kohnert Park City Council voted for a resolution to support civil marriage equality and in opposition to any state or federal Constitutional Amendment that would define marriage as only between one man and one woman, on August 9.

Annual PFLAG Meeting Will Include Elections and Awards

PFLAG-North Bay Chapter will elect its officers and directors for 2006 terms at their annual meeting in on October 16. The Annual Rykken and Scull awards will be made at dinner following the meeting.

Senior Center Needs Our Help

The Russian River Senior Center faces an enormous financial problem, which threatens its very existence.

Sonoma County Pride Committee Announces Meeting

In March 2005, the Sonoma County Pride Committee, a non-profit volunteer organization, announced it was taking a hiatus for the 2005 year following 14 consecutive and successful years of organizing the county's largest LGBT event, The Sonoma County Pride Parade and Festival.

Sonoma County's LGBT Radio Goes Weekly

After ten years, Outbeat Salon, LGBTQ Radio, is finally going weekly on KRCC, Radio 91. Listeners can tune in every Sunday beginning this month at 8 p.m.

Assorted LGBT Groups Travel To Tracy To Support Gay Straight Alliances

On a beautiful sunny morning last month, a small band of Marin residents, mostly members of The Love Savers of Marin County, carpooled to Tracy in support of the Tracy and West Tracy High School Senior Class of 2005.

Lesbian Forced To Marry Man To Protect 'Wives' And Husband Health

The Sonoma Chapter of the Marriage Equality Project of Equality California is dedicated to ending discrimination against LGBT people by attaining legal civil marriage as it is promised to all citizens by our Constitution.

Ads by Goooooogle

Lesbian Community

Any 4 Books for \$4 w/membership. Huge selection of lesbian authors.

www.insightoutbooks.co

Accommodations

Sonoma

Budget to luxury. Search our hotel reviews. Compare rates. Great deals

winecountry.citysearch.cc

Find what moves you:

- Apartments
- Roommates
- Moving Services

- 120x230
- 120x240
- 120x150
- 120x90
- 120x30
- 120x60

GET CASH TODAY!

Fast Cash For...

- ✓ Emergencies
- ✓ Repairs
- ✓ Unexpected Bills
- ✓ Vacations

APPLY NOW!

FAST & EASY ONLINE APPROVAL

250x250

HURRICANE RELIEF
GIVE TO AMERICA'S SECOND HARVEST.
THE NATION'S FOOD BANK NETWORK

468x60

120x600



chopblock
asian american
entertainment &
lifestyle
chopblock.com

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Banner (Leaderboard)

Rotating position on almost all story pages (usually appears at the top or bottom of the page)

Size: 728x90 pixels

File Type: GIF (animated or static), JPG, Rich Media (Flash, HTML)

File size: <25k

Banner (Standard)

Rotating position on almost all pages (usually appears at the top of the page)

Size: 468 x 60 pixels

File Type: GIF (animated or static), JPG, Rich Media (Flash, HTML)

File size: <15k

Banner (Featured Mini)

Rotating position on almost all pages (usually appears at the top left of the page)

Size: 100 x 34 pixels

File Type: GIF (animated or static) or JPG, No Rich Media

File size: <10k

Banner (Small)

Rotating position on almost all pages

Size: 234 x 60 pixels

File Type: GIF (animated or static) or JPG, No Rich Media

File size: <12k



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Buttons

Rotating position on almost all pages

Size: 250 x 250 pixels

File Type: GIF (animated or static), JPG, Rich Media (Flash, HTML)

File size: <25k

Size: 120 x 30 pixels, 120 x 60 pixels, 120 x 90 pixels

File Type: GIF (animated or static), JPG, No Rich Media

File size: <12k

Rectangles

Rotating position on almost all pages

Size: 125 x 100 pixels, 120 x 150 pixels, 120 x 230 pixels, 120 x 250 pixels

File Type: GIF (animated or static), JPG, No Rich Media

File size: <12k

Size: 300 x 250 pixels, 300 x 100 pixels

File Type: GIF (animated or static), JPG, Rich Media (Flash, HTML)

Skyscrapers

Rotating position on almost all pages

Size: 120 x 600 pixels

File Type: GIF (animated or static), JPG, Rich Media (Flash, HTML)

File size: <30k

Size: 120 x 400 pixels

File Type: GIF (animated or static), JPG, Rich Media (Flash, HTML)

File size: <20k

