FAST COMPANY.COM

2007 Online Media Kit

Mansueto Digital
7 World Trade Center
New York, NY 10007-2195

**2007 EPpy Award Winner**
Best Magazine-Affiliated Website

FastCompany.com

FastCompany.com uncovers the most innovative thinking, best practices and the latest techniques, tools and tactics that enable a new breed of leader to work smarter and more effectively. FastCompany.com attracts a highly engaged audience that uses the website for its fresh ideas.

- More than 150 original articles per month
- Original online articles, resource centers, FC Expert blog, web polls, microsites and newsletters
- The award-winning FC Staff Blog, the first magazine staff blog in the business category; experts in their fields; and blogging on topics ranging from social responsibility to innovation
- Newsletters reaching more than 90,000 readers per week
- RSS feeds to thousands of people per day through Feed Burner

Average Monthly Page Views: 4.5 million
Average Monthly Unique Visits: 800,000
Average Time Spent: 13 minutes

Source: Omniture 2006 rolling average
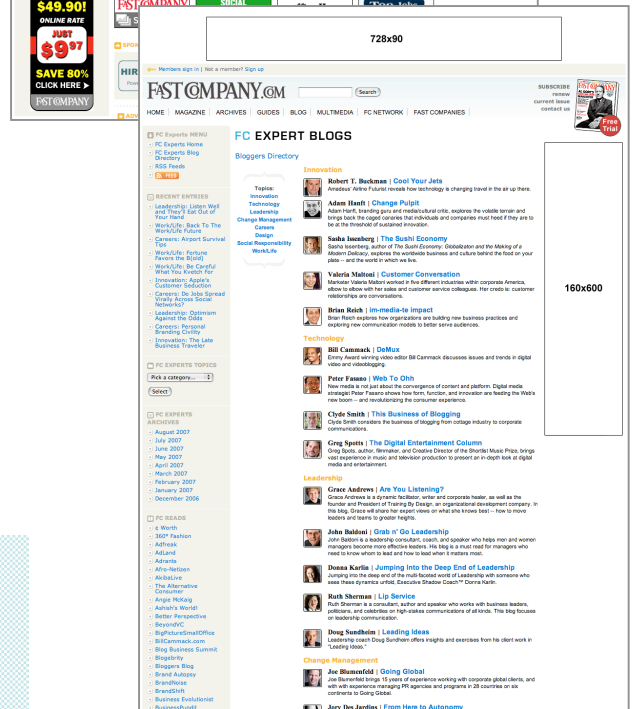
FAST COMPANY.COM

An Exceptional Audience

FastCompany.com readers are successful, educated and affluent

Median age: **44 years**

60% male, **40%** female

College grad/post grad: **76%**

Median household income: **$103,412**

FastCompany.com reaches the brightest decision makers and influencers at companies of all sizes and industries. Our readers are wealthy consumers, frequent travelers and early adopters of cutting-edge technology.

Network of Sites

Ranking	Business Purchase Decision Makers or Influencer of:	% Comp.	Online Index
#1	Marketing Services DM/Influencer	23	424
#1	Commercial Real Estate Services DM/Influencer	11	553
#1	Corporate Gifts DM/Influencer	14.4	300
#1	Business Consulting Services DM/Influencer	28.4	539
#1	ASPs/Internet Access Services/Website Hosting Services DM/Influencer	19.3	331
#1	Energy Supply DM/Influencer	9.7	299
#1	Telephone Services DM/Influencer	14.7	237
#1	Financial Services DM/Influencer	13.3	293
#1	Travel Services DM/Influencer	17.3	312
#1	Telephone Equipment DM/Influencer	12.7	186
#1	Printing DM/Influencer	21.1	249
#1	Business Furnishings DM/Influencer	23.6	297
#1	Business Equipment DM/Influencer	25.5	254
#1	Human Resource Services DM/Influencer	16.1	309
#2	Cars/Vans/Trucks DM/Influencer	12.4	286
#2	Other Technology Consulting Services DM/Influencer	9.5	365
#3	Any Decision Maker/Influencer	55.2	199
#5	Office Supplies DM/Influencer	22.7	153
#5	IT Technology Consulting Services DM/Influencer	18.7	392
#5	Computer Hardware DM/Influencer	31.7	297
#7	Computer Software DM/Influencer	40.2	311

Editorial

FC Experts
One of the most popular business blogs on the Web, FastCompany.com and magazine staff write and publish items on fresh ideas in business, creativity, innovation and leadership several times a day.

Magazine Section
Published monthly, FastCompany.com makes the entire monthly issue available online, free to readers. The current issue is accessible at the same time that the print magazine hits newsstands.

Online Exclusives
FastCompany.com produces unique features covering a range of topics and delivers them via slide shows, video, audio and databases. These exclusives include an annual list of 25 Top Jobs, biannual gift guides and interviews with CEOs of leading edge companies.

Topic Channels
Topic channels combine original Web-exclusive columns and blogs by industry leaders, audio and video with news updates, tools, articles and guides around eight topics, including:

Leadership
Innovation
Careers
Design
Technology
Change Management
Social Responsibility
Work Life

Articles by Topic
FastCompany.com offers deep content areas developed around specific topics, including thousands of articles from FastCompany.com archives.

Newsletters
FastCompany.com offers several daily, weekly, biweekly and monthly newsletters.

Columns
In addition to FC Now, the staff-written blog updated several times a day, FastCompany.com features more than 20 columnists offering daily, weekly and monthly perspective on business trends and strategies.

Special Editorial sections
Produced as Web exclusives or in concert with a feature in *Fast Company* magazine, these editorial areas are refreshed year-round and include in-depth coverage of selected topics. They may include feature articles along with video or audio interviews, slide shows, blogs and interactive components such as maps, polls and statistics.

Advertising Solutions

FastCompany.com presents an array of advertising solutions. We understand that each campaign has unique goals. Our mission is to create custom, dynamic marketing programs for our clients.

Display advertising

FastCompany.com offers a variety of banner advertising units, including leaderboard (728x90), IMU (336x280) and skyscraper (160x600). We accept standard banner creative, and we support for wide assortment of rich media types.

Advertising can be targeted run of site, run of network (between FastCompany.com and Inc.com) or channel targeted.

Advertising Solutions

Content Sponsorship

FastCompany.com offers sponsorship opportunities on all major sections of the website. Sponsorship sections consist of topic areas and special editorial sections, pertaining to a specific subject area. Content channel sponsorships are sold as category-exclusive placements.

Microsites

FastCompany.com can build an advertiser-branded custom microsite with original *Fast Company* editorial and/or sponsored content on behalf of advertisers. Microsites can contain articles, case studies, downloadable white papers, audio or video content, and an email capture for newsletters. A FastCompany.com special-projects editor and marketing manager will work with each client to ensure the content, design and promotion meet advertiser goals.

Intel's Small Business Intelligence Center

Email advertising

FastCompany.com has four newsletters available to sponsors on a weekly, bimonthly or monthly basis. Each newsletter has a maximum capacity of two sponsors. All FastCompany.com newsletters are published in both HTML and text formats.

728x90

FAST COMPANY's FAST TAKE

March 15, 2006

Sure, there's plenty to fret about in the coming decade--dwindling natural resources, swelling populations, whipsawing technology, and growing conflict. But are we scared? Hell, no.

Go

FAST COMPANY
1 YEAR ONLY $9.97!
CLICK HERE!

CONTENTS
The 2006 Fast 50
Poll Position: Future Forecast
A Brief History of Our Time
Resource Centers of Excellence
Email the Editor

160x600

The 2006 Fast 50

The Fast 50 | by Fast Company
The people who will change how we work and live over the next 10 years.

Flashback: The 2005 Fast 50 | by Fast Company
Here are the winners of Fast Company's fourth annual global readers' challenge -- every one of them an innovator, dreamer, and doer.

(Flashback items are articles gleaned from back issues that relate to the theme of the week's cover story on the Web.) Learn about more Web features on the Fast Company home page!

fastcompany.com

Poll Position: Future Forecast

What is your outlook on the next ten years?

Take the Fast Company poll!

A Brief History of Our Time

Life of the Party | by Keith H. Hammonds
Offices in closets and homemade lasagna are just some of the highlights from Fast Company's formative years, as told by founding editors Alan Webber and Bill Taylor, and others who were there at the beginning.

Gallery: Judge Our Books by Their Covers | by Fast Company
From issue one, Fast Company grasped the power of great design--and we built that into the look of the magazine itself.

Vote for Your Favorite Fast Company Cover | by FastCompany.com
Tell us which cover you liked the best.

Resource Centers of Excellence

Technology: Open All Night | by Evan Goldberg
The Web affords unprecedented opportunities for 24-hour global sales and service.

Visit Fast Company's online Resource Centers for frequent columns, recommended tools and resources, the opportunity to tap the experience and expertise of our online contributors, and the chance to engage in a dialogue with other readers.

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--- The Hiring Hotline ---

http://hiring.inc.com

Welcome to the Hiring Hotline newsletter, from Inc.
Center offers exclusive expert insight and useful t
tricky hiring process and building top-flight teams

If you are not already a Hiring Hotline subscriber,
http://trax.inc.com/k/w/hiringcenter/hotline/newslet

*** On the Hiring Center now:

WILL HELMLINGER: Assessing Talent During the Acquisi
In today's business world, there is nothing more co
merger or acquisition, change causes emotions and te
minimize any turmoil during this stressful process,
plan in place -- as far in advance as possible.
FOR MORE Will Helmlinger, click here:
http://hiring.inc.com/columns/whelmlinger/20051101.

TIM AUGUSTINE: Building a Solid Orientation Program
Now that you have just spent a considerable amount o
interviewing candidates, and hiring a new employee,
opportunity to make a positive and long-lasting firs
employee orientation program can do just that, and o
decision your new hire made to join your firm.
FOR MORE Tim Augustine, click here:
http://hiring.inc.com/columns/taugustine/20051003.ht

SLIDESHOW: Top 10 Questions to Ask Your Next Retail Sales Hire
The holiday season is right around the corner. For most retailers this means
more sales, and more staff to handle the holiday rush. Will Helmlinger outlines
key strengths your retail staff should possess, and the questions to ask
potential hires to ensure they're courteous, motivated, and able to work under
pressure.
TO VIEW the slideshow, click here:
http://trax.inc.com/k/w/hiringcenter/slideshows/retail-hires
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Advertising Solutions

RSS

FastCompany.com accepts RSS advertising in RSS feeds through Feedburner.

Your advertisement appears below the text of the news item in the feed.

Advertising Solutions

Webinars

FastCompany.com offers sponsored webinars, registration-based events involving visual presentations with accompanying graphics and the option to include audio. FastCompany.com can design and produce an event using either original material or material supplied by the client. FastCompany.com will promote the event in newsletters, on the FastCompany.com website, and send an email invitation to FastCompany.com's marketing list. All registration information collected for the webinar is passed to the client as leads. A special-projects editor and marketing manager will work with the client to assure the content, design and promotion meet advertiser goals.

Advertising Solutions

Rate Card

Placements	Ad Unit	Spec	Net CPM
ROS	Leaderboard	728x90	$65.00
	Skyscraper	160x600	$70.00
	IMU	336x280 300x250	$80.00
	Vertical Banner	120x240	$40.00
Homepage	Leaderboard	728x90	$80.00
	Wide Skyscraper	160x600	$85.00
	IMU	300x250	$100.00
Homepage Top of Page Resource Center	Welcome Screen	600x600	$160.00
	Leaderboard	728x90	$70.00
	Wide Skyscraper	160x600	$75.00
	IMU	336x280 300x250	$90.00
	Vertical Banner	120x240	$45.00
	In-between Page Superstitial		$100.00
Sitewide	Text Links		$15.00
Newsletter	General		$50.00
	Targeted		$60.00
	Stand Alone		$200.00
Microsites		Custom	Call for Prices
Webinars		Custom	Call for Prices
Video/Audio Pre-Roll		Call for specs	Call for Prices
Video Dropdown Window		Custom	Call for Prices
Sponsored Poll		Custom	Call for Prices
Resource Center Takeover		Custom	Call for Prices
Virtual Conference		Custom	Call for Prices

Advertising Solutions

Specifications

The ad units are IAB standard sizes and dimensions in pixels.

Leaderboard	
Size	728x90
Maximum File Size	25K
Looping Restrictions	Animated, 4 loops max with refresh time of no less than 2 seconds.

Wide Skyscraper	
Size	160x600
Maximum File Size	30K
Looping Restrictions	Animated, 4 loops max with refresh time of no less than 2 seconds.

IMU	
Size	336x280 / 300x250
Maximum File Size	30K
Looping Restrictions	Animated, 4 loops max with refresh time of no less than 2 seconds.

Vertical Banner	
Size	120x240
Maximum File Size	20K
Looping Restrictions	Animated, 4 loops max with refresh time of no less than 2 seconds.

Welcome Ad	
Size	600x600
Maximum File Size	35K
Looping Restrictions	Animated, 4 loops max with refresh time of no less than 10 seconds.

Advertising Solutions

Specifications (continued)

Lead Time: Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and QA.

Sound: The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouseover events meaning "click" or "beep" sounds. Use of audio during the initial download must include a clearly labeled option for turning off audio.

Expanding/Floating Ads: Expanding ads and floating ads must have a close button and user initiated sound with audio off options. The time limit for a floating ad is 20 seconds and the ad must have a close button.

Streaming Video in Ads:
Accepted in flash format, 40k max file size, user initiated audio, 30 seconds length, and must have off/mute/close button.

Third Party Served: Third party ad serving is accepted. All creative must function uniformly on Mac and PC platforms and in any browser versions of Netscape and IE. Ads must open a new window when clicked.

Flash Ads: GIF alternative is required for Flash creative. Flash cannot exceed 40k file size and gif backup file size is 15k-20k. Flash must be version 3 or higher and delivered as a .swf file. Looping restricted to 4 loops.
Flash ad must include clickTag tracking that contains the following actionscript:

```
on (release) {
getURL (clickTag,"_blank");
}
```

Textlink:
    Format: 20 character header and 60 character teaser. Client must provide active linking URL.

Newsletters:
    Text Version: 50 characters max in ACSII format and active linking URL.

    HTML Version: 728x90 (20k max) and 160x600 (20k max) in GIF format are accepted depending on the newsletter layout. No Rich Media or third party tags. Click links may be third party redirects.
RSS:
    Contact a salesperson for specification.

Contact Information

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