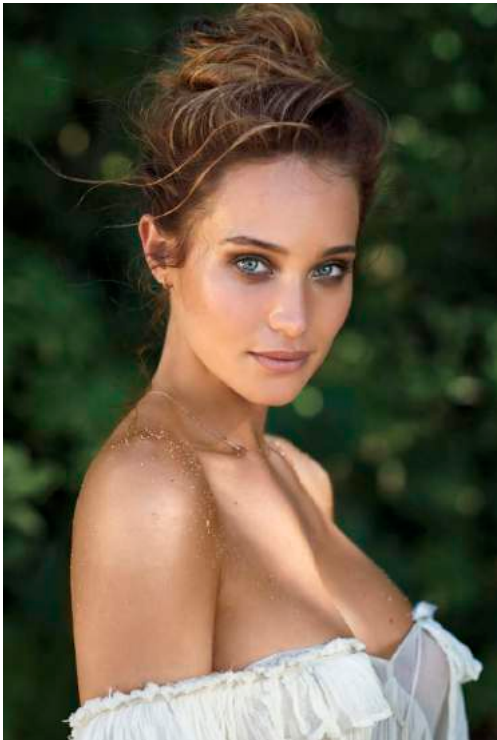


MAXIM

MEDIA KIT 2017



MISSION STATEMENT

MAXIM creates an unparalleled luxury experience that's part fantasy, part aspirational, and part attainable, showcasing the life of an exceptional man.



MAXIM

OUR TEAM



Editor-in-Chief Sardar Biglari

Mr. Biglari is the visionary behind today's MAXIM brand. He is the Founder, Chairman, & CEO of Biglari Holdings Inc., the parent company of MAXIM, Inc.

Special Creative Advisor Gilles Bensimon

Gilles is the Head Photographer for MAXIM magazine. He previously served as the International Creative Director and Head Photographer of Elle magazine and Elle international editions.

Art & Design Director Guillaume Bruneau

Guillaume previously served as the Art Director of Elle magazine, New York Times Men's Fashion, Mademoiselle, Glamour Paris, and Vogue Hommes.

Editor-at-Large Glenn O'Brien

Glenn is the Style Editor of MAXIM magazine. He previously served as Editor-In-Chief of Interview magazine and created "The Style Guy" column at GQ. Glenn has authored numerous books on fashion, style, and art.

MAXIM

EDITORIAL CALENDAR

FEBRUARY | COLORADO

COMMITMENT: 11.29.16 | MATERIALS DUE: 12.1.16 | ON SALE: 1.17.17

Scent Strip Close: 12.16.16 | Cover Space Close: 11.1.16 | Cover Materials Due: 11.23.16

MARCH | BAHAMAS

COMMITMENT: 1.3.17 | MATERIALS DUE: 1.5.17 | ON SALE: 2.21.17

Scent Strip Close: 1.20.17 | Cover Space Close: 12.6.16 | Cover Materials Due: 12.30.16

APRIL | LAS VEGAS

COMMITMENT: 2.7.17 | MATERIALS DUE: 2.9.17 | ON SALE: 3.28.17

Scent Strip Close: 2.24.17 | Cover Space Close: 1.10.17 | Cover Materials Due: 2.3.17

MAY | DUBAI

COMMITMENT: 3.7.17 | MATERIALS DUE: 3.9.17 | ON SALE: 4.25.17

Scent Strip Close: 3.24.17 | Cover Space Close: 2.7.17 | Cover Materials Due: 3.3.17

JUNE/JULY | HOT 100

COMMITMENT: 4.11.17 | MATERIALS DUE: 4.13.17 | ON SALE: 5.30.17

Scent Strip Close: 4.28.17 | Cover Space Close: 3.14.17 | Cover Materials Due: 4.7.17

AUGUST | CANNES/ANTIBES

COMMITMENT: 5.30.17 | MATERIALS DUE: 6.1.17 | ON SALE: 7.18.17

Scent Strip Close: 6.16.17 | Cover Space Close: 5.2.17 | Cover Materials Due: 5.26.17

SEPTEMBER | NEW YORK

COMMITMENT: 7.3.17 | MATERIALS DUE: 7.6.17 | ON SALE: 8.22.17

Scent Strip Close: 7.21.17 | Cover Space Close: 6.6.17 | Cover Materials Due: 6.30.17

OCTOBER | MIAMI

COMMITMENT: 8.8.17 | MATERIALS DUE: 8.10.17 | ON SALE: 9.26.17

Scent Strip Close: 8.25.17 | Cover Space Close: 7.11.17 | Cover Materials Due: 8.4.17

NOVEMBER | SWITZERLAND

COMMITMENT: 9.5.17 | MATERIALS DUE: 9.7.17 | ON SALE: 10.24.17

Scent Strip Close: 9.22.17 | Cover Space Close: 8.8.17 | Cover Materials Due: 9.1.17

DECEMBER/JANUARY | CARIBBEAN

COMMITMENT: 10.10.17 | MATERIALS DUE: 10.12.17 | ON SALE: 11.28.17

Scent Strip Close: 10.27.17 | Cover Space Close: 9.12.17 | Cover Materials Due: 10.6.17

MAXIM

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

Annual Frequency: 10 times/year

Field Served: MAXIM is the Leading Voice in Men's Luxury Lifestyle.

Published by Maxim Inc.

1. EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation
875,045	53,708	928,753

Rate Base	Variance to Rate Base
900,000	28,753

2. TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	
Feb	684,996	168,378	853,374	53,225		53,225	906,599
Mar	647,002	164,805	811,807	53,225		53,225	865,032
Apr	563,991	265,502	829,493	53,225		53,225	882,718
May	543,548	285,138	828,686	53,225		53,225	881,911
Jun/Jul	453,848	331,892	785,740	53,225		53,225	838,965
Average	578,677	243,143	821,820	53,225		53,225	875,045

Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
Print	Digital Issue	Total Single Copy Sales			
56,447	3,589	60,036	794,668	171,967	966,635
50,088	1,180	51,268	750,315	165,985	916,300
41,143	972	42,115	658,359	266,474	924,833
50,112	821	50,933	646,885	285,959	932,844
63,395	793	64,188	570,468	332,685	903,153
52,237	1,471	53,708	684,139	244,614	928,753

3. SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	485,756	128,252	614,008	66.1
Multi-Title Digital Programs		45,072	45,072	4.9
Partnership Deductible Subscriptions	32,297		32,297	3.5
Sponsored Subscriptions	60,624	69,819	130,443	14.0
Total Paid Subscriptions	578,677	243,143	821,820	88.5
Verified Subscriptions				
Public Place	45,106		45,106	4.9
Individual Use	8,119		8,119	0.9
Total Verified Subscriptions	53,225		53,225	5.7
Total Paid & Verified Subscriptions	631,902	243,143	875,045	94.2
Single Copy Sales				
Single Issue	52,237	1,471	53,708	5.8
Total Single Copy Sales	52,237	1,471	53,708	5.8
Total Paid & Verified Circulation	684,139	244,614	928,753	100.0

4. VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	1,780,000	1,678,065	1,678,065		
6/30/2015	2,000,000	2,019,373	2,025,318	-5,945	-0.3
6/30/2014	2,000,000	2,026,097	2,026,097		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

5. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.97		
Average Subscription Price Annualized (3)		\$17.68	
Average Subscription Price per Copy		\$1.77	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 10

6. ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

7. ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Bars & Taverns	9,598		9,598
Hotels/Lodges	7,578		7,578
Restaurants	4,428		4,428
Specialty Locations/Retail	5,160		5,160
Transportation Outlets	11,310		11,310
Public Place Other	7,032		7,032
Total Public Place	45,106		45,106
Individual Use			
Ordered/Payment Not Received	8,119		8,119
Total Individual Use	8,119		8,119

8. RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

Multi-Title Digital Programs

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Texture	45,072	57,221	2.4	137,330

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 26,232

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,768

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Maxim Inc.

MAXIM, published by Maxim Inc. • 415 Madison Avenue • New York, NY 10017

DAN RAGONE

Publisher

P: 212.372.8651 • URL: www.maxim.com

Established: 1997

CHARLES MAST

Head of Circulation

AAM Member since: 1998

MAXIM

BY THE NUMBERS

PRINT

Total Audience	1,417,500 +
Readers Per Copy	2.7
Ratebase	500,000
Subscription/Single Copy	91% / 9%
Verified	7%
Total Digital Replica	266,641
Median HHI	\$85,000*
Median Age	37

DEMOGRAPHICS

Men	80%
Women	20%
Married	44%
Single	56%
Any College+	64%
Employed	75%
Professional/Managerial	25%
Own Home	57%

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SOURCES: MRI Spring 2016; comScore June 2016; Google Analytics; Moat
*Blended HHI derived from projection based on circulation analysis by DJG Marketing.



MAXIM.COM IS ON FIRE

MAXIM.com speaks to those millennial men who boldly and unapologetically choose to be manly, providing the content they want to pursue their ambitions and passions.



5MM+
MONTHLY
UNIQUES



71%
MOBILE
TRAFFIC



\$105,229
INCOME



AGE
36
MEDIAN

ON FIRE!

- Uniques up 201% (November 2015 YOY)
- Consistent monthly growth
- Not just Women—growth across all channels (e.g., MAXIM Man +57%, Entertainment +11%)
- Mobile users up 113%

THE BEST OF MILLENNIAL MEN

- 53% of our audience
- Growing in A25-44

SOCIAL DRIVES GROWTH

- 60% of site traffic
- Facebook: engagement rate +50%, reach +50%
- Instagram and Twitter followers have both increased by 200K in the past year

MAXIM'S SOCIAL FOOTPRINT



3MM
FANS



430K
FOLLOWERS



540K
FOLLOWERS

MAXIM



DIGITAL EDITORIAL CALENDAR

JANUARY

The Year Ahead
Resolutions
Personal Tracking
Fitness

FEBRUARY

Super Bowl
Valentine's Dating Guide
Awards Shows
Fashion

MARCH

NCAA
Oscars
Spring Break
Spring Travel
Spring Cocktails

APRIL

Personal Finance
Taxes
Easter
NBA

MAY

Memorial Day
Mother's Day
Summer Music Festivals
Kentucky Derby

JUNE

Adventure Travel
Summer Cocktails
Love & Sex
Father's Day
MAXIM Hot 100 Voting
Major League Baseball
NBA & NHL Finals

JULY

Summer Cook-Outs
Fourth of July
Road Trips
Miami Swim Week

AUGUST

Back to School
Interior Design
Tennis - U.S. Open

SEPTEMBER

Back to School
Fall Fashion
NFL
Fall Entertainment

OCTOBER

Halloween
Nightlife
Careers
MLB World Series

NOVEMBER

Thanksgiving
Gift Guide
Gaming/Gear Technology

DECEMBER

Travel
New Year's Parties
Winter Sports
Winter Cocktails /Gift Guide
Year in Review

MAXIM



2017 RATE CARD



RATEBASE: **500,000**

FOUR COLOR GROSS RATES

	OPEN	3X	6X	9X	12X
Full	\$87,500	\$84,916	\$82,288	\$79,661	\$77,034

BLACK AND WHITE GROSS RATES

	OPEN	3X	6X	9X	12X
Full	\$78,750	\$76,386	\$74,017	\$71,658	\$69,294

COVER GROSS RATES

	OPEN	3X	6X	9X	12X
2nd Cover	\$105,000	\$101,853	\$98,703	\$95,553	\$92,398
3rd Cover	\$96,250	\$93,367	\$90,477	\$87,591	\$84,699
4th Cover	\$109,375	\$106,098	\$102,814	\$99,533	\$96,250

15% discount to recognized agencies.

Payment due net 30 days from invoice date. First time advertisers, without a recognized agency, are to pay in advance or qualify for credit approval. 1.5% monthly finance charge on overdue amounts.

*Rate base is guaranteed on a six month average.

MAXIM

FOR PARTNERSHIP
OPPORTUNITIES

Contact your
MAXIM sales representative
or call **212.302.2626**

2017

2017 NET RATE CARD



RATEBASE: 500,000

FOUR COLOR NET RATES

	OPEN	3X	6X	9X	12X
Full	\$74,375	\$72,179	\$69,945	\$67,712	\$65,479

BLACK AND WHITE NET RATES

	OPEN	3X	6X	9X	12X
Full	\$66,938	\$64,928	\$62,914	\$60,909	\$58,900

COVER NET RATES

	OPEN	3X	6X	9X	12X
2nd Cover	\$89,250	\$86,575	\$83,898	\$81,220	\$78,538
3rd Cover	\$81,813	\$79,362	\$76,905	\$74,452	\$71,994
4th Cover	\$92,969	\$90,183	\$87,392	\$84,603	\$81,813

Payment due net 30 days from invoice date. First time advertisers, without a recognized agency, are to pay in advance or qualify for credit approval. 1.5% monthly finance charge on overdue amounts.

*Rate base is guaranteed on a six month average.

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OPPORTUNITIES

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2017

PRODUCTION SCHEDULE

ISSUE	ON SALE	SCENT STRIP CLOSE	COVER SPACE CLOSE	COVER MATERIALS DUE	AD SPACE CLOSE	MATERIALS DUE
FEBRUARY	1/17	12/16	11/1	11/23	11/29	12/1
MARCH	2/21	1/20	12/6	12/30	1/3	1/5
APRIL	3/28	2/24	1/10	2/3	2/7	2/9
MAY	4/25	3/24	2/7	3/3	3/7	3/9
JUNE/JULY	5/30	4/28	3/14	4/7	4/11	4/13
AUGUST	7/18	6/16	5/2	5/26	5/30	6/1
SEPTEMBER	8/22	7/21	6/6	6/30	7/3	7/6
OCTOBER	9/26	8/25	7/11	8/4	8/8	8/10
NOVEMBER	10/24	9/22	8/8	9/1	9/5	9/7
DECEMBER/ JANUARY	11/28	10/27	9/12	10/6	10/10	10/12

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All dates subject to change.

FOR PARTNERSHIP
OPPORTUNITIES

Contact your
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2017

AD SIZES



PRINT EDITION

MAGAZINE TRIM SIZE

9" x 10.875"

–Keep live matter 0.25" from final trim.

–0.125" bleed over trim on all sides.

BINDING METHOD

Perfect Bound

PRINTING PROCESS

Web Offset

SIZE	TRIM	BLEED	NON-BLEED
Spread	18 x 10.875	18.25 x 11.125	17.5 x 10.375
Full Page (includes covers)	9 x 10.875	9.25 x 11.125	8.5 x 10.375

PRODUCTION

QUESTIONS

Steve Pang
SPang@maxim.com
212.372.8648

MAXIM

Continued >>

2017

AD SIZES

DIGITAL EDITIONS

DIGITAL SPECIFICATIONS

iPad Retina
pixel dimensions
1350 x 1632

iPhone 4
pixel dimensions
640 x 960

iPhone 5
pixel dimensions
640 x 1136

iPhone 6
pixel dimensions
750 x 1334

COST FOR SUPPLIED
ENHANCED ADS

\$5,000

DISTRIBUTION
PLATFORMS

Zinio, iTunes, Nook, Kindle, Google Play



Straight from Print (SFP) ads

Non-interactive ads are resized for the tablet devices directly from the supplied print ads (PDF X1a). They are automatically centered and proportionately scaled to best fit the device in portrait orientation.

Designed for Tablet (DFT) ads

Non-interactive ads designed to fit the iOS and Android devices in portrait-orientation.

Enhanced for Tablet (EFT) ads

Interactive ads that are designed to fit the iOS and Android devices in portrait-orientation. Multiple URL's may be activated.

Digital-Only ads

Digital-Only ads are ads that run on the tablet but do not appear in the print version of the issue. Digital-Only ads may be static (no functionality) or enhanced.

All national full-page-and greater ads that have not opted-out by **Order Close Date** will be included on the iOS and Android editions as a **Straight from Print (SFP)** ad unless the advertiser's intention to run **Designed for Tablet (DFT)** ad or **Enhanced for Tablet (EFT)** ad is communicated to MAXIM Inc. prior to ad close date.

You may not opt out of one device and run on another. If you opt out, you are opting out of all devices. (iOS and Android)

All ads run portrait only.

Ads converted to DFT must be consistent with print and have the same brand, product messaging, and image content in the creative.

A spread ad can be re-designed to a single cell. If spreads are not re-designed for a single cell, user will see LHP first and swipe to reveal RHP.

Coupon/Copy Split/Fractional Ads

Straight for Print (SFP) coupon ads must be re-supplied with coupon removed. It should be supplied as a Designed for Tablet (DFT) ad. The new file must be uploaded to the AdShuttle portal - www.AdShuttle.com. Copy split ads are not available. One ad should be chosen to run in all markets/editions. Fractional ads cannot be accommodated. Please submit a full page version of your ad if you would like to be included in the Tablet editions.

Scent Strips/Supplied Inserts

Scent strips and supplied insert units are entitled to participate in the PDF replica edition as well as all digital editions. It is recommended to submit a 300 DPI PDF-x/1a of the finalized creative via AdShuttle to ensure the highest quality possible on various platforms and devices. If a PDF is not received by the specified due date, MAXIM Inc. will scan directly from the printed materials to appear in our PDF edition.

Makeup/Positioning

Final ad placement is subject to editorial approval. No competitive separation guarantees. Editorial sensitivities will not need considerations since there are no ad/edit adjacencies.

File/Creative Submission

Resize creative and upload one or two JPG, PDF or PNG files at 300 DPI, RGB. See full specs for devices above.

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FOR PRODUCTION QUESTIONS

Contact Steve Pang
at SPang@maxim.com
or call **212.372.8648**

2017

MECHANICALS & DELIVERY

AD SHUTTLE INFO	Please upload your PDF x-1a (preferred) to www.adshuttle.com First time users must register before uploading materials. Please do not stuff or zip files. Files on disc are not accepted.
SPECIFICATIONS	Build page to trim and extend bleed 1/8" beyond page edge. Keep live matter 1/4" from final trim. All elements to be placed at 100% with no rotation or cropping. Pantone colors must be in CMYK mode Color builds should not contain any color less than 5%. Reproduction of tints built from less than 5% is not guaranteed. All images must be 300 dpi; 133 line screen. Maximum ink density: 300%
TYPE REPRODUCTION	Type should never be less than 6 point boldface. Fine and/or serif type should be used at a minimum. Reverse type: When lettering reverses out of CMYK, the type should not be less than .007" (the thickness of a 1/2 point rule) at the thinnest part of a character. The dominant color should be used for the shape of the letter and subordinate colors spread slightly to minimize registration issues.
FONTS	Font information should include manufacturer, font name, and version. Do not apply style attributes to font (bold, italic). Instead, use a different version of the font (e.g. Helvetica Bold).
COLOR CALIBRATION	Include 5%, 25%, 50%, 95% and 100% Cyan, Yellow, Magenta, and Black control patches.
PROOFS	One (1) proof must accompany each ad. See www.swop.org for more information Accepted types of proofs are: Kodak Approval, Iris, or DuPont Waterproof All proofs must have color bars. SWOP standards, GATF/SWOP approved scales, targets, and control patches.
PRODUCTION QUESTIONS	Steve Pang SPang@maxim.com 212.372.8648
SEND PROOFS TO	MAXIM Inc. 268 W 44th Street, 5th Floor New York, NY 10036 Attn: Steve Pang
UPLOAD PORTAL	www.adshuttle.com First-time users must register before uploading materials

MAXIM

INSERT REQUIREMENTS

GENERAL	Publication Trim: 9" x 10.875" Binding Method: Perfect Jog Direction: Foot Trim Allowance: .125" from face, gutter, head & foot
BIND IN CARDS	Minimum Size: 6" x 4" Maximum Size: Publication trim size plus trim allowance Minimum Stock Weight: 75# hi bulk
SCENTSTRIPS	Maximum Width: 8.25" x 11.125" (includes 1.5" flap) delivers at 9.75" x 11.125"
SIGNATURES	Minimum Pages: 2 Maximum Pages: 32 2 pp 70# text minimum 4 pp 60# text minimum 6 pp and up 50# text minimum
PACKING AND SHIPPING	Inserts must be supplied without curl, tears and skidded with a minimum of cross-stacking. Skids and pallets should be made to the following specifications: Pallet Size: 40" x 48" Pallet Height: 45" (including the pallet) Pallet Top (if used): 40" x 48" Maximum Weight per pallet: 1,800 lbs. 1) All materials must be accompanied by a detailed packing list and Bill of Lading ("BOL"). 2) Each skid and/or carton should be clearly marked on all four sides with the following information: a) Counts per lift/carton b) Total counts per skid c) Total number of pieces (forms) for roll stock and/or fanfold d) Description of piece (key code, unique identifier) e) Title and issue or a Quad/Graphics job number. (please contact MAXIM Production)* If the Quad/Graphics job number is not available, the BOL must include the title and issue of the product being delivered. 3) All skids must be secured, wrapped and banded with plastic banding, not metal. Scheduled Delivery Appointments In order to avoid delays, deliveries MUST be scheduled at least 24 hours in advance with Quad/Graphics' Inventory Department. As a carrier, you should call to make an appointment at which time you'll be provided with an appointment number. This appointment number must appear on the BOL. If you do not have an appointment, delivery will not be refused, but will be delayed until the receiving schedule permits an unscheduled delivery. When calling please specify "Insert Receiving." 414.566.2100 : 7 a.m. - 6 p.m.
SHIPPING ADDRESS	Bob Lang Quad Graphics N11896 Hwy 175 Lomira, WI 53048-2718 920.269.5244
PRODUCTION QUESTIONS	Steve Pang SPang@maxim.com 212.372.8648

MAXIM

DIGITAL AD SIZES

DISPLAY

UNIT	DIMENSIONS	EXPANSION	INITIAL LOAD SIZE
Billboard	970x250		60 KB
Leaderboard	728x90	728x315	40 KB
Super Leaderboard / Pushdown	970x66 / 970x90	970x415	60 KB
Medium Rectangle	300x250	600x250	40 KB
Half Page	300x600	600x600	60 KB
Mobile Banner	320x50	320x480	40 KB
Slideshow Hero	600x500		60 KB

- All audio and expanding units must be user initiated.
- Polite Load Size is 110 KB
- User Initiated Load Size is 2.2 MB
- Accepted display formats are .gif/.jpg/.swf/.png/.html

OUT OF PAGE UNITS

UNIT	DIMENSIONS	MAX FILE SIZE	FRAME RATE	MAX LENGTH	AUDIO
Video Interstitial	640x480 or higher (4:3 and 16:9 aspect ratio)	4MB	Min 23.97, Max 30	15 Seconds	User initiated

Unit	Dimensions	Initial Load Size
Desktop Interstitial	640x480	100 KB
Mobile Interstitial	300x250	100 KB
Tablet Interstitial	768x1024, 1024x768	100 KB

- Must be 3rd party built and served.
- Close button must be visible at all times
- Must timeout after 15 seconds

VIDEO

UNIT	DIMENSIONS	MAX FILE SIZE	FRAME RATE	MAX LENGTH	AUDIO
Video	640x480 or higher (4:3 and 16:9 aspect ratio)	100MB	Min 23.97, Max 30	15 Seconds	Auto. Audio: 128kbps / 44khz

- We accept up to VAST 3.0, VPAID, .mov, .mp4 and .flv.
- An optional display companion banner may be included. Please follow the guidelines for the Medium Rectangle for this unit.

SKIN

UNIT	DIMENSIONS	FILE SIZE	ACCEPTED FORMATS
Skin	1720x1500	100 KB	gif/.jpg/.png

- All skins must be site served, impressions and click trackers are accepted.
- Please see the style guide for additional information on dimensions.

NEWSLETTER

- Our newsletters run a static leaderboard creative, please follow the guidelines for that unit.
- We do accept third party impression and click tags, but cannot serve flash creative.

MAXIM

Continued >>

2017

E-BLAST REQUIREMENTS

E-BLAST

Each E-Blast submissions must contain the following:

- Subject Line: **Up to 70 characters**
- Test List: **emails of internal individuals to receive the E-Blast tests.**
- Seed List: **emails of internal individuals to receive the final E-Blast**
- Geo-Targeting: **Any geo-targeting requirements**
- Restrictions: **Any restrictions i.e. 18+ 21+**
- Can Spam Suppression Waiver (see next page)
or
- Suppression file: **.txt, .csv, or Excel file of email addresses that have opted-out of email communications from the advertiser.**
- Client may supply either a compliant HTML file or a static image.
- Clickthrough URL. We do accept third party impression and click tags

HTML File Requirements

- E-blast may only contain HTML, text, JPG or GIF images.
- Table-based HTML layouts must be centered 650 pixels wide.
- Each HTML file shall also contain fully qualified web links with PDF, Word Document or other non-traditional “web page” links clearly identified.
- All file CSS must also be “inline” with no embedded styles sheets, external linked style sheets, CSS for positioning, or CSS layers. Use of the background image attribute is additionally not permitted.
- File Size: 90kb maximum file size including all images and the HTML file

Static Images E-Blasts Requirements

- Static images E-Blast ads may be .jpg, .gif, .png, or .psd file types.
- Maximum width 650 pixels. Maximum height is flexible.
- File size should not exceed 65kb.

Text Version (optional)

A separate text version can be provided for users who choose to only accept plain text emails.

Approvals

MAXIM will route a proof back to you via email for comments/approval.

- For more information, contact your MAXIM sales representative or call **212.302.2626**
- Please note that specific deployment dates cannot be promised. The blast will deploy 3-5 days from final approval.
- E-Blast deployment date is determined by client.

MAXIM DIGITAL ADVERTISING GUIDELINES

- Clickthroughs must open in a new browser window or tab.
- All Flash must be version 10.1 or lower and a backup static ad must be provided for display to users who do not accept Flash.
- MAXIM accepts all major third party impressions and click trackers as well as third party creative vendors. Please reach out to adops@maxim.com to verify your vendor is approved.

Creative Deadlines

- All Standard Display creative must be submitted at least three business days prior to the start of the campaign.
- All Rich Media must be submitted at least five business days prior to the start of the campaign.
- All Custom Units must be submitted at least ten business days prior to the start of the campaign.
- E-Blast creative must be submitted at least seven business days prior to the start of the campaign.

All creative should be sent to adops@maxim.com.

Launch date and campaign goals are not guaranteed for late submissions

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