

The leading news roundup covering the day's hottest transactions.

The Daily Deal

2009 Gross Rates

Effective September 2008

Color or Black & White	1x	3x	6x	9x	12x	18x	24x	50x
Full page	\$2,850	2,750	2,700	2,600	2,500	2,400	2,300	2,150
Half page (vertical/horizontal)	\$1,750	1,700	1,650	1,600	1,550	1,500	1,400	1,300

Premium Positions and Guarantees

First 1/3 of PDF: add 10%

No bleeds available

Each insertion is delivered twice each day to subscribers



Full Page
7.5"w x 10"h



Half Horizontal
7.5"w x 4.75"h

Material Specifications

The Daily Deal is a fully digital publication. All advertising must be sent to The Deal in PDF format.

- General resolution should be set to 90 dots per inch
- Both color and grayscale images should be set to "Bicubic Downsampling to 90 pixels per inch for images above 90 pixels per inch"
- Monochrome images should be set to "Bicubic Downsampling to 90 pixels per inch for images above 90 pixels per inch," with compression set to "CCITT Group 4" with Anti-alias "Off"
- Embed all fonts
- Color Management Policies should be set to "Convert All Colors to sRGB;" images used in the document should be RGB and set to "Destination Profile: Adobe RGB (1998)"

Send materials to:

The Deal - The Daily Deal

Attention: Joe Narvasa

105 Madison Avenue, 4th Floor

New York, N.Y. 10016

P: 212.313.9272 F: 212.313.9338

E-mail: jnarvasa@thedeal.com

The Daily Deal is delivered twice daily to subscribers;

HTML cover e-mail sponsorships are sold on a weekly basis (Monday-Friday).

The following sponsorship positions are available:

Top position: 468x60

Middle position: 336x280

Bottom position: text only.

Price: \$3,600 per unit per week

Includes one ad in the companion digital newspaper during the sponsorship week.

Maximum banner file size: 20K

All banners must have a border

Image must be in .gif or .jpg format only

Maximum looping: 3X

Text ads must be provided along with all HTML banner ads submitted; maximum of 60 characters including punctuation and spacing.

Each client is allowed a maximum of one piece of creative/text rotating per week in any given position.

Creative must be received at least three business days prior to campaign launch.

Standard report delivery

Banner metrics, open-rate and CTR information will be provided to clients on a monthly basis in a consolidated report. Reports will be in a uniform format and will not be customized for clients (some exceptions apply).

For more information on The Daily Deal, contact your sales representative or Mickey Hernandez, Manager, Advertising Operations, at 212.313.9270 or mhernandez@TheDeal.com.