

PREMIUM LINKS

URL: Location to which you want to direct visitors
Pixels: 135 pixels wide fixed by 66 pixels high fixed
Maximum File Size: 10KB
File Format: GIF or JPG
Alt-Text Tag Line: 45 characters maximum, including spaces
Animation: No restrictions

AD LINKS

URL: Location to which you want to direct visitors
Pixels: 125 pixels wide fixed by 125 pixels high fixed
Maximum File Size: 10KB
File Format: GIF or JPG
Alt-Text Tag Line: 45 characters maximum, including spaces
Animation: No restrictions

DISCUSSION FORUM SPONSORSHIP

URL: Location to which you want to direct visitors
Pixels: 165 pixels wide fixed by 35 pixels high fixed
Maximum File Size: 10KB
File Format: GIF or JPG
Alt-Text Tag Line: 45 characters maximum, including spaces
Animation: No restrictions
Text: For Forum emails, 50 words maximum

BOTTOM LINE LINKS

Note: This is an HTML-only advertising option, no graphics are allowed.
URL: Location to which you want to direct visitors
Company/Organization Name: Depending on the length of your company name, we can include a tag line or company motto.
Body: 3 lines maximum, approximately 35 words, length varies depending on company name and size of letters (we will present multiple options to you to ensure your satisfaction before beginning campaign). Some bold text allowed – not entire advertisement; italics are acceptable.
Content: For companies designing their own Bottom Line Link, the specifications are 680 pixels wide (maximum) by 65 pixels high (maximum). The banner must stretch to 680 pixels wide, but can be less if the browser window is smaller.

DIRECTORY SPONSORED LINKS

URL: Location to which you want to direct visitors
Line 1 (Headline): 100 characters in total length (maximum), capitalization of proper nouns is allowed, type will be bold.
Lines 2-3: 200 characters in total length (maximum), no bold type. Company tag line or message takeaway also may be included.

CALENDAR SPONSORED EVENTS

URL: Location to which you want to direct visitors
Line 1 (Headline): 100 characters in total length (maximum), some capitalization of proper words is allowed, type will be bold.
Lines 2-3: 200 characters in total length (maximum), no bold type. Company tag line or message takeaway also may be included.

NEWSLETTER SPONSORSHIPS

URL: Location to which you want to direct visitors
Headline: 60 characters maximum including spaces, capitalization of proper nouns is allowed, type will be bold.
Body: 3-10 lines, 60 characters maximum per line, including spaces
Graphic: GIF or JPG format, animation accepted, 15KB maximum size

PRESS RELEASE PUBLISHING

You control exactly what you want your press release to say. No limit to the amount of text in the press release. No graphics are permitted.

SPECIAL OFFERS DEDICATED HTML EMAILS

1. Subject line: Less than 80 characters
2. Body of email in HTML
3. Body of email in text equivalent

JOB SHOP ALERT EMAILS

URL: Headline and graphic will link to URL
Headline: 60 characters (will be presented all in CAPS)
Body: 40 words maximum
Graphic: GIF or JPG, 100 pixels wide x 60 pixels high (not required)

iSixSigma reserves the right to reject any advertisements it deems inappropriate.

All insertion order contracts are non-cancelable.

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For additional information, contact your iSixSigma sales representative or: Michael Cyger ♦ 847-919-0922 x8855 ♦ Michael.Cyger@iSixSigma.com