



Online Advertising Specifications

Website Banner Ads pg. 2 - 3

Here you will discover the different banner ads that are available thru LogHome.com. There will be visual examples along with rules and guidelines for banner ad creation.

Websites pg. 4

This section will show you the websites we offer ad space on. They include LogHome.com and LogHomeNeighborhood.com. Visual examples of ad placement and website layout are provided.

Company Profiles pg. 5 - 7

LogHome.com has an extensive collection of qualified log home companies, builder/dealers and other companies offering services to log home enthusiasts. Rules and guidelines along with visual examples are provided.

Floor Plans pg. 8

LogHome.com has an extensive collection of log home floor plans. This section of our website is highly visited. Your floor plan pages will link back to your log home company profile page.

Email Newsletters pg. 9 - 11

We offer 3 different email services. Banner ads in our weekly newsletter or create a dedicated custom email to be sent out to our LogHome.com mailing list or showcase a floor plan in the Floor Plans Monthly Newsletter.

Contests and Giveaways pg. 12

LogHome.com has the ability to host contests and giveaways. Simply work with us to conceptualize and create a great contest or giveaway. This service will increase your market exposure to our audience.

Website Banner Ads

Available Web Banner Ad Formats

The Log Home Living websites and newsletters support six banner ad formats:

- **Leaderboard:** 728x90px
- **Rectangle:** 300x250px
- **Box:** 150x150px
- **Skyscraper:** 300x600px
- **Marketplace:** 240x400px
- **Left Rail:** 120x600px

Banner ads can appear in multiple locations depending on your advertising plan. They include: LogHome.com, LogHomeU.com or LogHome.com Weekly Newsletter.

Below are visual examples of banner ads and a list of rules and guidelines one should follow when designing a banner ad to be placed in an Log Home Living website or newsletter. We have an ad design service as well.

Leaderboard



Skyscraper



Left Rail



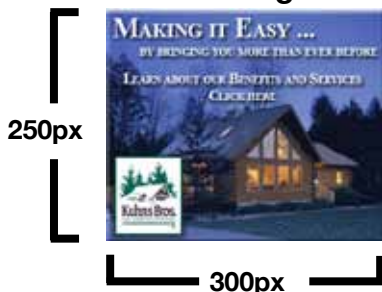
Square



Marketplace



Rectangle



Ad Rules and Guidelines

- **Animation:** Cannot exceed 8 seconds in length. May not loop more that 3 times.
- **File Size Limit:** 40kb (image files only, no html "form")
- **Image File Types:** GIF, JPEG, or SWF
- **Alt Text:** 30 characters or less.
- **Additional Information:** Banner cannot mislead the viewer. They may not resemble or mimic Windows/Macintosh/Unix dialogue boxes, error messages, or the like.
- **Additional Information:** All advertising content must be clearly differentiated from editorial content. Publisher reserves the right to reject any advertising submitted.

See Next Page for Flash Ad Rules and Guidelines

Website Banner Ads

Flash Asset Package

- Include both optimized SWF and FLA file.
- List of fonts used in Flash banner.
- Provide an alternate GIF or JPG incase viewer's browser does not support Flash.

Flash Design Rules and Guide Lines

- Animation cannot exceed 30 seconds in length. May not loop more that 3 times.
- All banner actions (i.e. audio, expansion, launching new browser windows, video, etc.) must be initiated by the user.
- Advanced Flash banners that expand and do other advanced operations are subject to additional review and approval.
- Window close functionality must be clearly visible and accessible.

Flash Techincal Rules and Guide Lines

- Highly recommended that you provide your own click tracking.
- Click-through functions must use the "Get URL" command.
- Movie and audio loads start when user presses button not when ad loads.
- Hardcoded URLs are not allowed to be passed via the "Get Url" action.
- Third party served Flash ads must be have a wmode set to "transparent" in their object/embed code.
- Invisible buttons must be placed on the topmost layer of the file. Buttons placed on the layers below the invisible buttons will not display and will not respond to mouse interaction.
- No 2 buttons should overlap.
- The flash frame rate must be less than 18 frames per second; 12 frames per second is preferred.

Expanding Ad Guidelines

- Expanding ads are subject to frequency capping
- Must have a prominent "CLOSE X" button in the upper right hand corner.
- Expanding ads may only be viewed on certain browsers and operating platforms.
- User initiated ad units expand beyond standard size on mouse-over and must include language to indicate roll over functionality (such as "roll over to learn more" or "roll over to expand"). Non user-initiated expanding ads are accepted on a case-by-case basis.
- Expanded portion MUST automatically close when the user's cursor moves off the ad.
- Expanding Rectangles and/or Expanding half page ads can only expand to the left, and cannot expand to a width more than twice the size of the original units.
- Expanding Leaderboards can only expand to the bottom, and cannot exceed more than 300 pixels in depth.

Websites

LogHome.com

LogHome.com is our main website for the Log Home Living and Country's Best Cabins magazines. It supports the following ad dimensions:

- **Leaderboard:** 728x90px
- **Skyscraper:** 300x600px
- **Rectangle:** 300x250px

Leaderboard

The screenshot shows the LogHome.com website. At the top, there is a navigation bar with 'LOGHOME.COM' and 'Country's Best Cabins'. Below the navigation bar, there is a search bar and a 'Leaderboard' ad (728x90px) with the text 'Leaderboard 728x90px'. Below the search bar, there is a 'Skyscraper' ad (300x600px) with the text 'Skyscraper 300x600px'. Below the skyscraper ad, there is a 'Rectangle' ad (300x250px) with the text 'Rectangle 300x250px'. The website content includes a featured article 'All in the Mix' and a 'Your Guide to Log Homes: LogHome.com' section.

LogHomeNeighborhood.com

LogHomeNeighborhood.com is our community forum website for the Log Home Living and Country's Best Cabins magazines. It supports the following ad dimensions:

- **Leaderboard:** 728x90px
- **Box:** 150x150px

The screenshot shows the LogHomeNeighborhood.com website. At the top, there is a navigation bar with 'LOGHOME.COM NEIGHBORHOOD' and 'An online log home community for log home enthusiasts'. Below the navigation bar, there is a search bar and a 'Leaderboard' ad (728x90px) with the text 'Leaderboard 728x90px'. Below the search bar, there is a 'Box' ad (150x150px) with the text 'Box 150x150px'. The website content includes a forum post titled 'Under cabinet lights' and a 'Welcome to The Log Home Neighborhood' message.

Log Home Company Profile Page Rules and Guidelines

- Up to 20 MB of advertiser-supplied marketing materials (i.e. videos, photos, brochures, etc.)
- 5 Slideshow Images: 600x450px
- Corner Detail Image: 250x400px
- Top Left Image: 320px wide
- Preview Image: 140x90px
- Image file size limit: 50kb
- Up to 500 words about your company
- Provide company logo
- Provide company address, phone and fax numbers
- Up to 5 links to company's website and email contact
- Videos are uploaded to YouTube then embedded in page:
 - YouTube Videos can be:
 - High Definition
 - Up to 2 GB in size
 - Up to 15 minutes in length.
 - A wide variety of formats

Log Home Company Profile Page Example



Builder/Dealer Profile

Builder/Dealer Profile Page Rules and Guidelines

- 5 Slideshow Images: 600x450px (Premium Upgrade)
- Image: 250px wide
- Preview Image: 200px wide
- Image file size limit: 50kb
- Up to 500 words about your company (Premium Upgrade)
- Provide company logo
- Provide company address, phone and fax numbers
- Up to 5 links to company's website and email contact

Builder/Dealer Profile Page Example

LOGHOME.COM Log Home Living Country's Best Cabins

SEARCH OUR SITE **Find It**

Hello Not User | What is this | Sign Out
Sign Up for our Log Home Newsletter

LOG CABIN • Cedar, Cypress & Pine • World-Wide Delivery • Fine Custom Quotes
Visit Our Site **CLICK HERE**

THE ORIGINAL LOG HOME OF *Adventure*

Get a Free Trial Issue + a Free Gift **Subscribe Now**

FLOOR PLANS COMPANIES MARKETPLACE HOME & DESIGN GALLERY LOG HOME MAGAZINES SHOWS & EVENTS LOG HOME NEIGHBORHOOD

Log Home Professionals • Log Home Builders • Bear's Den Log Homes, LLC

Bear's Den Log Homes, LLC
1548 Drexwood Circle
Newton, NC 28658
Phone: (828) 465-3139

Contact: Send Email to Bear's Den Log Homes, LLC
Represent: Honest Abe Log Homes, Inc.

More about our Company

Welcome to Bear's Den Log Homes. We hope you will discover our full support in helping you with your log home dream. After spending many years educating ourselves on log home companies it became apparent that Honest Abe Log Homes was well respected and a highly efficient organization.

After relocating to North Carolina I had several job offers to continue my 16 year career in the building industry and Rodger who has been in the financial world for over 25 years decided it was time for a career change for me. We decided to do what I had done for others for so many years... That is for Bear's Den developed. I have strived to build a unique network of anything from a contractor, restorer, to hand crafted details.

I have devoted myself to give my customers the exceptional service we believe they deserve and a product that we feel is of the highest quality. Honest Abe uses only the best materials, their homes exceed your dreams. From kiln dried logs, to the custom design department, to being members of the Log Home Council, IAHB and Timber Product Inspections.

You can continue your journey and education by going to our web site www.bearsdenloghomes.com

TOOLBOX
VIA LANDSAT, ROBERT
CINCHBLANK

BEAR'S DEN LOG HOMES
"Stop Dreaming and Start Building"

Market Area

Regions
NC = Western Carolina
NC = Eastern Carolina
VA = Shenandoah
VA = Blue Ridge
NE = North East
SC = South Carolina

Marketplace Profile Page Rules and Guidelines (Premium Upgrade)

- Up to 20 MB of advertiser-supplied marketing materials (i.e. videos, photos, brochures, etc.)
- 5 Slideshow Images: 600x450px
- Top Left Image: 320px wide
- Preview Image: 200px wide
- Image file size limit: 50kb
- Up to 500 words about your company
- Provide company logo
- Provide company address, phone and fax numbers
- Up to 5 links to company's website and email contact
- Videos are uploaded to YouTube then embedded in page:
YouTube Videos can be:
 - High Definition
 - Up to 2 GB in size
 - Up to 15 minutes in length.
 - A wide variety of formats

Company Profile Page Example



Floor Plans Rules and Guidelines

- Images: 600px wide
- Image file size limit: 50kb
- Up to 250 words about floor plan
- **Needed Information:**
 - Floor Plan Name
 - Number of Bedrooms
 - Square Feet
 - Number of Bathrooms
- **Images:**
 - Elevation
 - Basement
 - First Floor
 - Other Images
 - Second Floor

Floor Plan Page Example

LOGHOME.COM Log Home Living Country's Best Cabins

SEARCH OUR SITE **Find It!** Sign Up | Register Sign Up for our Log Home Newsletter

• Cedar, Cypress & Pine • World-Wide Delivery • Free Custom Quotes Visit Our Site **CLICK HERE!**

FLOOR PLANS COMPANIES MARKETPLACE HOME & DESIGN GALLERY LOG HOME MAGAZINES SHOWS & EVENTS LOG HOME NEIGHBORHOODS

Wisconsin Log Homes | Alpine Meadow II Log Home Plan

WISCONSIN LOG HOMES
THESE YOU BEST, NATURE'S SINCE 1976

Wisconsin Log Homes
2299 Farmington Road
Green Bay, WI 54303
Phone: (920) 844-7879
Fax: (920) 434-2140

See More Floor Plans from Wisconsin Log Homes

Find a Log Home Company
1976 & LOG 1976 BUILDING
Have Questions? Contact Us

Log Home Plan Details:
Designed for an active, young family, this recreation provides plenty of space for entertaining. The private master suite is on the first floor. Upstairs are two bedrooms and a billiard room in the left. The den area has a third bedroom and theater.

Our Design-Build Solution combines architectural design, interior design and decor, and construction. Log on to www.wisconsinloghomes.com for video and custom floor plans.

Number of Bedrooms: 4
Number of Bathrooms: 3.5
Number of Floors: 3
Total Footage: 3143 sq. ft.
Master Footage: 3143 sq. ft.
Total Living Area: 3143 sq. ft.
Range: 2,500 to 2,750 sq. ft.

SAVE to My Floor Plans
Access your list of Favorite Plans

PORTFOLIO

See Our Log Home Plans

- Wisconsin Log Homes | Albany Cliff Log Home Plan
- Wisconsin Log Homes | Alpine Meadow II Log Home Plan
- Wisconsin Log Homes | Archer Ridge Log Home Plan
- Wisconsin Log Homes | Aurora Log Home Plan
- Wisconsin Log Homes | Badger Peak Log Home Plan
- Wisconsin Log Homes | Boulder Ridge II Log Home Plan
- Wisconsin Log Homes | Brian Lodge Log Home Plan
- Wisconsin Log Homes | Brunswick Log Home Plan
- Wisconsin Log Homes | Candora Log Home Plan
- Wisconsin Log Homes | Canyon

Email Newsletters


Log Home Weekly Newsletter

The Log Home Weekly Newsletter highlights articles from Log Home Living and Country's Best Cabins magazines. This newsletter offers the following ad banner formats:

- **Leaderboard:** 728x90px
- **Marketplace:** 240x400px
- **Left Rail:** 120x600px

Can't see this email? [Click here](#) to view it as a web page.


Leaderboard 728x90px

April 28, 2011

EDITORIAL VOICE


Comfort Zone

Whether as a permanent residence or a weekend retreat, cabins offer their inhabitants a sense of serenity. Cabins aren't defined by a specific set of dimensions, furniture arrangement or layout -- they come in all shapes, sizes and styles -- but rather a frame of a mind. The important thing is that they're appealing to the person who matters most -- you. Personalization is key to creating a cabin that radiates warmth and comfort. This week we provide tips to help you create a comfort zone of your own.



Whitney Richardson
Editor, Country's Best Cabins

Featured Articles



**Marketplace
240x
400px**

All in the Mix | A Tennessee Mountain Cabin


A model home in the Smoky Mountains uses mixed media to convey a cozy sensibility.
[Read More >>](#)

**Left
Rail

120x600px**


Overlooked Cabin Design Ideas

Whether your cabin will be your primary residence or a weekend getaway, you'll want to design it to be welcoming, comfortable and relaxing, but it's easy to forget some of the most essential components that will make your house a home. If you're planning your layout, take a look at some of these oft-overlooked cabin design ideas to ensure you get everything you want.
[Read More >>](#)



Get Into Your Log Cabin — Fast!


You've been waiting your whole life to build your dream log cabin, but dreaming and doing can be two very different things when it comes to building (and paying for) a custom home. Here are 15 tips we've culled from homeowners, builders, designers and lenders on how to build affordably — and fast — in the current market.
[Read More >>](#)



Log Cabin Classics

"A log cabin is the essence of a much slower-paced and more simple way of life. The whole lifestyle of log cabin living embodies an air of romance."

So says Robbin Obomsawin, author of "Log Cabin Classics." This useful design book features 20 classic cabin designs under 1,500 square feet and displays elevations, floor plans and photos that will inspire you in the creation of your own. It's on sale now in the Log & Timber Home Bookstore for \$18.66.
[Purchase Now >>](#)



Leaderboard 728x90px

News, Announcements and Events

Email Newsletters

Floor Plans Monthly Newsletter

The Floor Plans Monthly Newsletter showcases select log home floor plans from the top log home companies in the industry.

Needed Information:

- **Elevation Image:** 250x200px
- **Desc. Text:** 35-45 words
- **Square Feet**
- **Number of Bedrooms**
- **Number of Bathrooms**
- **Page Link URL to Floor Plan**

Can't see this e-mail? [Click here](#) to view it as a web page.

FLOOR PLANS MONTHLY


Helping you find your **dream home** floor plan PRESENTED BY LOGHOME.COM

INTRODUCTION

Small-Home Savvy

Cozy cabins start with a cozy plan — one that includes open spaces for easy gathering, ample outdoor areas for carefree afternoons and enough bedrooms to keep guests comfortable. These seven plans provide all that and more for your enjoyment, as well as that of family and friends.

Kuhns Bros. Log Homes: Clear Creek




Kuhn's Bros. Log Homes is proud to offer our customers the most complete and easy log home purchasing experience in the industry. Our entire staff understands this is your dream home and each home that we produce needs to meet or exceed your individual taste, lifestyle, and needs.

Floor Plan Specs:
Sq Ft: 1,434
Bedrooms: 3
Bathrooms: 2.5

[VIEW FLOOR PLAN >](#)

Expedition Log Homes: Trout Rest




Blaze your own path with the help of an experienced guide. Expedition Log Homes® is here to help you map out your very own log home journey.

Floor Plan Specs:
Sq Ft: 1,663
Bedrooms: 2
Bathrooms: 2

[VIEW FLOOR PLAN >](#)

Satterwhite Log Homes: The Toccoa



Mountain Inspiration plans are limited footprint home designs optimized for steep ground. These plans will work anywhere, but they are especially suited for challenging sites on lake lots or hillsides.

Floor Plan Specs:
Sq Ft: 2,103
Bedrooms: 3
Bathrooms: 2

[VIEW FLOOR PLAN >](#)

Katahdin Cedar Log Homes: Kodiak



Katahdin Cedar Log Homes has more than three decades experience designing fine cedar log homes. Through our network of certified and trained Katahdin Dealers and Builders, we can meet and surpass your expectations for a home that embodies the values of Maine craftsmanship, integrity and common sense.

Floor Plan Specs:
Sq Ft: 1,786
Bedrooms: 3
Bathrooms: 2

[VIEW FLOOR PLAN >](#)

Timber Block: Newberry



The Newberry in our Ranch Series is one of the favorites for cottage life living. A gorgeous exterior gives it great curb appeal and the optional wraparound porch allows for perfect outdoor viewing.

Floor Plan Specs:
Sq Ft: 2,298
Bedrooms: 3
Bathrooms: 3.5

[VIEW FLOOR PLAN >](#)

Email Newsletters

Dedicated Custom Emails

- Only text, JPG and GIF images are allowed
- All email HTML must be table-based layout; using CSS only to control text and color
- There is a 800 pixel maximum width (600 - 800 pixels are recommended widths)
- Up to 300k maximum file size (including all images and html files)
- Flash, Rich Media, Image Maps and JavaScript are not available in email products
- Subject lines should be provided by advertisers and made as enticing as possible. The should be no more the 12 words or 150 characters.
- Links to PDF, Word docs or other non-traditional “web-page” links must be clearly labeled
- Text versions should be no more than 10k and may not include any images files
- An email that is entirely a linked image is NOT recommended , there is a good chance of it getting blocked by email providers. An HTML email should be a combination of text and images with a call-to-action within the text
- Full image paths in the code must be used
(e.i. <http://www.dodomain.com/images/graphic1.jpg>)
- We will provide an email test to confirm with the advertiser before actual mail is sent.

Sample Dedicated Email

Can't see this e-mail? [Click here to view it as a web page.](#)

TIMBER BLOCK
The revolutionary R-30 insulated log home

March 28, 2011

Because what you see is beautiful...

Because what you won't see is spectacular...

Join Timber Block as a VIP
at The Cove at Round Mountain in North Carolina

Consider this your personal invite to join Timber Block as a VIP guest in the beautiful mountains of North Carolina to witness the historic building of the Lodge at The Cove at Round Mountain. The Lodge is a significant investment in the amenities at The Cove and Timber Block is proud to have been selected to be a part of this \$1.4 million project. Please join us and witness the vast beauty, talk to Timber Block's insulation technicians, staff and local dealers who will all be on hand to answer questions and provide insight into Timber Block's revolutionary R-30 Insulated log system.

[RSVP ONLINE](#)

Floor Plans
See the floor plans online at TimberBlock.com

Sample Dedicated Email

Can't see this e-mail? [Click here to view it as a web page.](#)

The Huntington

Introducing Mountain Architect's Latest Design Concept

The Huntington's rugged roof line, massive logs and stacked stone accents honor its mountain heritage, while inside the home's smart layout and generous proportions make the most of its 3,034 square feet.

Offering a unique combination of intuitive flow and defined spaces, the first floor serves equally well for large gatherings or more cozy pursuits. Upstairs, bedrooms 2 and 3 gain a measure of privacy thanks to the soft in-between, and both enjoy access to the large covered balcony with its stone fireplace - perfect for enjoying the outdoors even when there's a chill in the air.

[Explore the Huntington Floor Plan Here!](#)

Main Level 2,240 sq. ft.

PRECISIONCRAFT
LOG & TIMBER HOMES

MOUNTAIN ARCHITECTS INC.

For more information please email or call us at 800.724.1320 today!
www.PrecisionCraft.com

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Contests and Giveaways

Contests and Giveaways

LogHome.com has the ability to host contests and giveaways. Simply work with us to conceptualize and create a great contest or giveaway. This service will increase your market exposure to our audience.

Each contest or giveaway consists of a preview image and text, and an actual page with text, images and other multimedia. Visual examples and more specific rules and guidelines are below.

Contest or Giveaway Page

Preview Content

List of materials for preview content.

- **Image:** 150x150px
- **Text:** 25-35 words of text

Page Content

List of materials for page content.

- **Images Related to Giveaway**
- **Text:** Up to 250 words
- **What Data to Collect**

The screenshot shows a contest page on LogHome.com. At the top, the site logo and navigation menu are visible. A banner for 'TIMBERBLOCH' is featured. The main contest area is titled '\$100 Lowe's Gift Card' and includes a 'WIN \$100 Lowe's Gift Card' graphic. Below the graphic, there is a registration form with fields for First Name, Last Name, Email Address, Daytime Phone, City, State/Province, and Country. A 'Submit' button is at the bottom of the form. To the right of the form, there are social media icons and a 'SIGN UP FOR OUR FREE NEWSLETTER' button. The page also features several images of log homes and outdoor structures, including one labeled 'LOG CABIN' and another 'UNIQUE OUTDOOR STRUCTURES'.