

TIMBER HOME LIVING.COM

Online Advertising Specifications

Website Banner Ads pg. 2 - 3

Here you will discover the different banner ads that are available thru TimberHomeLiving.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 TimberHomeLiving.com and TimberHomeNation.com. Visual examples of ad placement and website layout are provided.

Company Profiles pg. 5 - 6

TimberHomeLiving.com has an extensive marketplace for companies offering services to timber frame home enthusiasts. Rules and guidelines along with visual examples are provided.

Floor Plans pg. 7 - 8

TimberHomeLiving.com has an extensive collection of timber frame home floor plans. This section of our website is highly visited, giving companies a chance to showcase their work.

Email Newsletters pg. 9 - 10

We offer 2 different email services. Banner ads in our bi-weekly newsletter or create a dedicated custom email to be sent out to our TimberHomeLiving.com mailing list.

Contests and Giveaways pg. 11

TimberHomeLiving.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 Timber Home Living websites and newsletters support three banner ad formats:

- **Leaderboard:** 728x90px
- **Skyscraper:** 160x600px
- **Box:** 150x150px

Banner ads can appear in multiple locations depending on your advertising plan. These locations include: TimberHomeLiving.com, TimberHomeNation.com or TimberHomeLiving.com Bi-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 Timber Home Living website or newsletter. We have an ad design service as well.

Leaderboard



Square



Skyscraper



Ad Rules and Guidelines

- **Animation:** Cannot exceed 8 seconds in length. May not loop more than 3 times.
- **File Size Limit:** 40kb (image files only, no html “form”)
- **Image File Types:** GIF, JPEG, or SWF (for Flash specs, see next page)
- **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

TimberHomeLiving.com

TimberHomeLiving.com is our main web-site for the Timber Home Living magazine. It supports the following ad dimensions:

- **Leaderboard:** 728x90px
- **Skyscraper:** 160x600px

Leaderboard

The screenshot shows the TimberHomeLiving.com website. At the top, there is a red banner for a "Leaderboard" ad with dimensions "728x90px". Below this is a navigation menu with categories like "FLOOR PLANS", "HOME TOURS", "COMPANIES & SERVICES", etc. The main content area features a "WIN" contest for the "AMERICAN HERITAGE CONTEST" with a "Click to Enter" button. Below the contest is an article titled "The Bright Side: A Timber Home with a View" and another titled "Cooking Up a Good Design". On the right side of the page, there is a vertical red "Skyscraper" ad with dimensions "160x600px".

TimberHomeNation.com

TimberHomeNation.com is our community forum website for the Timber Home Living magazine. It supports the following ad dimensions:

- **Box:** 150x150px

The screenshot shows the TimberHomeNation.com website, which is a community forum. The page has a blue header with the "TIMBER HOME NATION" logo. The main content area is filled with forum posts, each with a small thumbnail image and text. On the right side of the page, there is a vertical red "Box" ad with dimensions "150x150px".

Timber Home Living Marketplace

Company Profiles

The Timber Home Living Marketplace displays a list of companies that provide products and/or services in the interest of timber frame home owners. These companies are organized into categories depending on the company's craft. Each company has a profile consisting of a preview image and short text, and an actual page with text, images, and other multimedia. Visual examples are below and on the next page.


Featured Profile

They are at the top of a category page and their preview consists of:

- **Image:** 150x150px
- **Text:** 50 words of text

Timber Home Living Marketplace

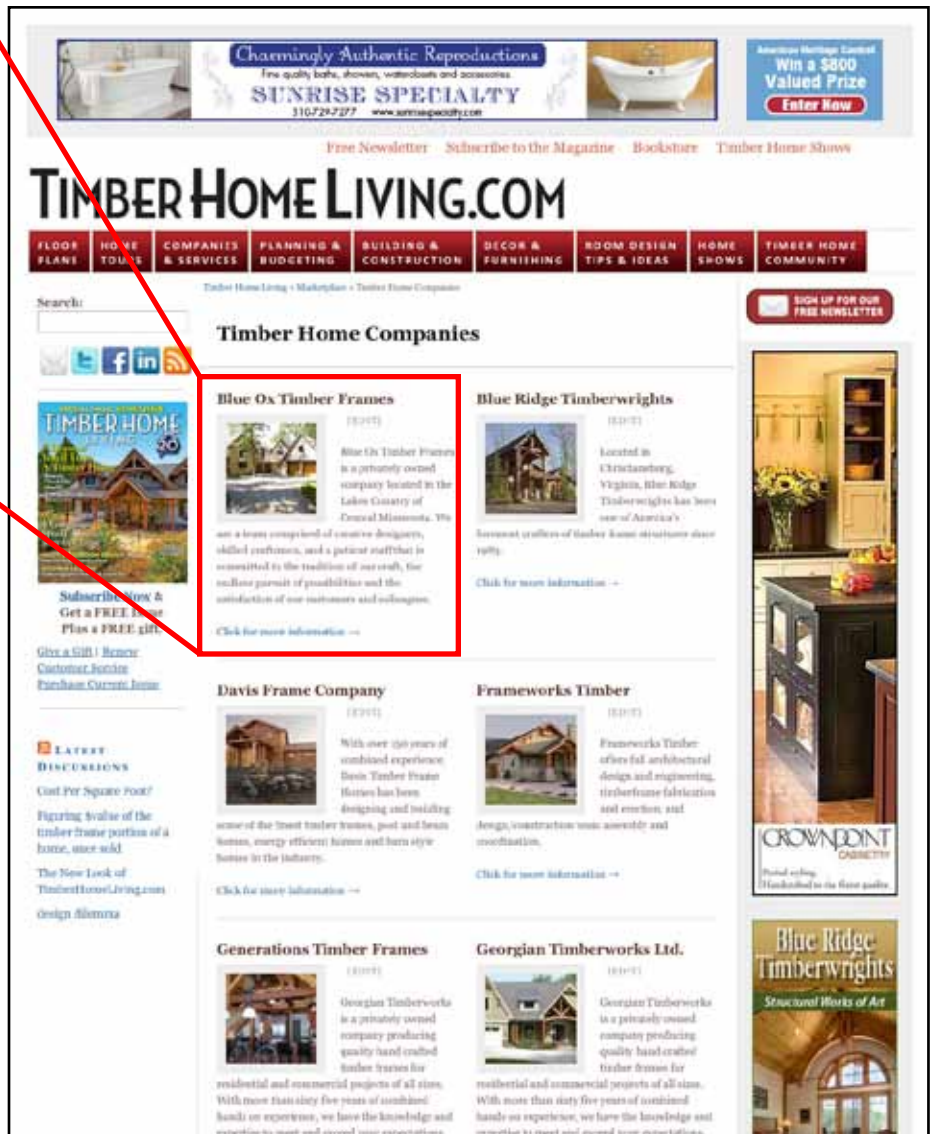
Blue Ox Timber Frames



Blue Ox Timber Frames is a privately owned company located in the Lakes Country of Central Minnesota. We are a team comprised of

creative designers, skilled craftsmen, and a patient staff that is committed to the tradition of our craft, the endless pursuit of possibilities and the satisfaction of our customers and colleagues.

[Click for more information →](#)



The screenshot shows the Timber Home Living Marketplace website. At the top, there are banners for 'Charmingly Authentic Reproductions' and 'SUNRISE SPECIALTY'. Below the banners is a navigation menu with categories like FLOOR PLANS, HOME TOURS, COMPANIES & SERVICES, etc. The main content area is titled 'Timber Home Companies' and features a grid of company profiles. The 'Blue Ox Timber Frames' profile is highlighted with a red box. Other profiles visible include Blue Ridge Timberwrights, Davis Frame Company, Frameworks Timber, Generations Timber Frames, and Georgian Timberworks Ltd. A sidebar on the right contains a newsletter sign-up button and a 'Crownpoint Cabinetry' advertisement.

**See Next Page for
Company Profile Page Section**

Company Profile Page Rules and Guidelines

- Up to 20 MB of advertiser-supplied marketing materials (i.e. videos, photos, brochures, etc.)
- Image dimensions: can be 600px wide or less. Up to 6 images may be submitted.
- 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

The screenshot displays the Timber Home Living website. At the top, there are several banners, including one for 'SUNRISE SPECIALTY' and another for a '\$5000 Valued Prize'. Below the banners is a navigation menu with categories like 'FLOOR PLANS', 'HOME TOURS', 'COMPANIES & SERVICES', 'PLANNING & BIDDING', 'BUILDING & CONSTRUCTION', 'FINISH & FURNISHING', 'ROOM DESIGN TIPS & IDEAS', 'HOME SHOWS', and 'TIMBER HOME COMMUNITY'. The main content area features a search bar and a profile for 'Timber Block'. The profile includes the company logo, contact information (4401 Blue Ridge Road, Suite 100, Raleigh, NC 27607, Phone: (919) 999-9147, Email: info@timberblock.com, Website: www.timberblock.com), and a detailed description of the company's history and services. The description mentions that Timber Block has over 30 years of construction history and is a family business established in 1977. It highlights their commitment to customer satisfaction and their use of environmentally responsible technology. The profile also features several images of log homes and a sidebar with additional content like 'CROWNPOINT' and 'Blue Ridge Timberwrights'.

Floor Plans

Floor Plans

Timber Home Living has a highly visited collection of timber frame floor plans. Each floor plan will be labeled with its company name and link to their company profile page. On this and the next page are a list of materials needed.

Preview Content

- **Image:** 250 x 150px
- **Text:** Floor Plan Name
Square Feet
Number of Floors
Number of Bedrooms
Number of Bathrooms

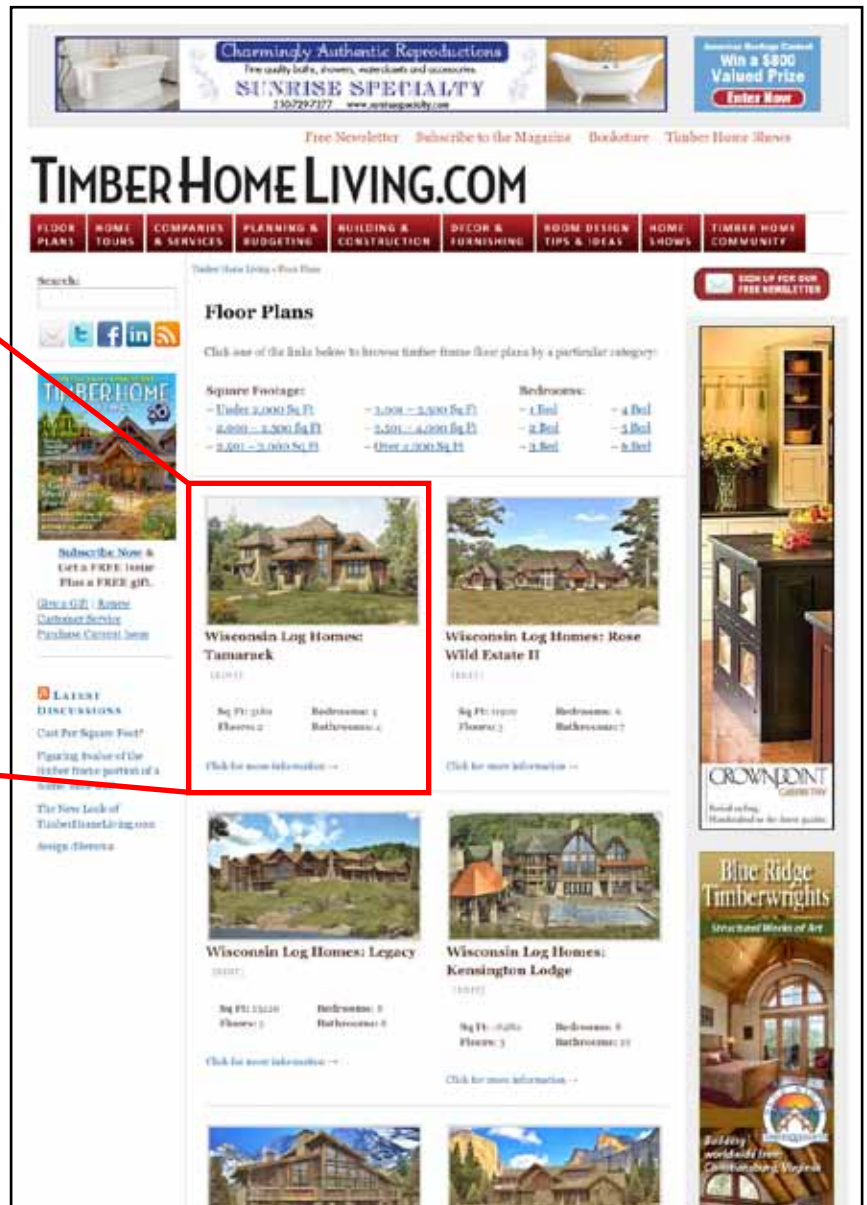
Timber Home Living Floor Plan List

Blue Ox Timber Frames



Blue Ox Timber Frames is a privately owned company located in the Lakes Country of Central Minnesota. We are a team comprised of creative designers, skilled craftsmen, and a patient staff that is committed to the tradition of our craft, the endless pursuit of possibilities and the satisfaction of our customers and colleagues.

[Click for more information →](#)



The screenshot shows the Timber Home Living website interface. At the top, there are banners for 'Charmingly Authentic Reproductions' and 'Sunrise Specialty'. Below the navigation menu, the 'Floor Plans' section is active, displaying a grid of listings. A red box highlights the 'Wisconsin Log Homes: Tamarack' listing, which includes a photo of a log home, the name, and details: 'Sq Ft: 3210', 'Floors: 2', 'Bedrooms: 3', and 'Bathrooms: 4'. Other listings visible include 'Wisconsin Log Homes: Rose Wild Estate II', 'Wisconsin Log Homes: Legacy', and 'Wisconsin Log Homes: Kensington Lodge'. A sidebar on the right features a 'Crownpoint' advertisement and a 'Blue Ridge Timberwrights' advertisement.

See Next Page for
Floor Plan Page Section

Floor Plans Rules and Guidelines

- Elevation image: 450px wide and no taller than 350px
- Other images: No more than 600px wide and 450px tall
- Image file size limit: 50kb
- Up to 250 words about floor plan
- **Needed Information:**
 - Floor Plan Name
 - Square Feet
 - Number of Floors
 - Number of Bedrooms
 - Number of Bathrooms
 - Number of Half Baths

Floor Plan Page Example

The screenshot shows the Timber Home Living website interface. At the top, there are navigation links for 'FLOOR PLANS', 'HOME TOURS', 'COMPANIES & SERVICES', 'PLANNING & BUDGETING', 'BUILDING & CONSTRUCTION', 'DECOR & FURNISHING', 'ROOM DESIGN TOPS & IDEAS', 'HOME SHOWS', and 'TIMBER HOME COMMUNITY'. The main content area features a large image of a log home, a 'Floor Plan Details' table, and three floor plan diagrams labeled 'First Floor', 'Second Floor', and 'Lower Level'. The details table lists: Sq Ft: 10,000, Floors: 3, Bedrooms: 5, Bathrooms: 7, and Half Bath: 3. The page also includes a search bar, social media icons, and a sidebar with a 'LATEST DECISIONS' section.

Sq Ft: 10,000	Bedrooms: 5
Floors: 3	Bathrooms: 7
	Half Bath: 3

Email Newsletters

Timber Home Living Bi-Weekly Newsletter

The Timber Home Living Bi-Weekly Newsletter highlights articles from Timber Home Living magazine. This newsletter offers the following ad banner formats:

- **Leaderboard:** 728x90px
- **Skyscraper:** 160x600px


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

Leaderboard 728x90px

April 6, 2011

YOUR COMPLETE GUIDE TO DREAM WOOD HOMES

TIMBER HOME LIVING




Danielle Taylor
Assistant Editor

EDITORIAL VOICE

Build It Right


As you bring your two-dimensional plans in to the 3-D world, you'll need to find building materials that match your personal tastes and needs just as much as your layout does, and you might stumble across a few surprises along the way. Who says you can't find the soul? By building with conscientiously chosen products, you'll find a home that will truly become an extension of you.



Danielle Taylor
Assistant Editor

160x600px

Skyscraper




Rustic Renewal in a Reclaimed Timber Home
Looks can be deceiving. Nestled in the heart of the Rockies, a rustic post-and-beam timber home that appears centuries old actually is on the cutting edge of design.
[Read More >>](#)

Designing with Stone
Stone is an integral part of nearly every modern home, but it's an especially natural fit in a timber home. Why limit your options to the ordinary? Here we explore some unexpected options you can incorporate into your timber home.
[Read More >>](#)

Building with Energy-Efficient Products
To make your home more earth friendly, opt for durable building products that will add to your health and comfort while cutting your utility bills. Here, we cover the top three areas where it makes the most sense to go "green" in your home.
[Read More >>](#)

Building the Timber Frame House
Subtitled "The Revival of a Forgotten Craft," this comprehensive manual gives a short history of timber framing and then fully discusses joinery, the timber assembly and frame raising. It also contains illustrated sections on present-day design and materials, house plans, site development, foundation laying, insulation, tools and methods. It's available in the Log & Timber Home Bookstore for \$21.
[Purchase Now >>](#)

Save \$\$
on the Dream Home Combat




[Click Here to Purchase Now!](#)

News and Announcements

American Heritage Contest: We're giving away an all-American prize package including a Hammock and stand, an American flag kit and a premium gas grill. To enter, submit a video or essay about your favorite American traditions, celebrations and heritage by July 15. Best of luck!

TIMBERHOMINATION



Share photos, stories & advice.

Calendar of Upcoming Events

Event	City	Date	Company	Phone
Open House	Swanton, VT	April 9-10	Jim Barna Log & Timber Homes	540-286-7272
Timber Raising Seminar	Carroll, NY	April 13-14	GatewayLog Timber Frames	331-452-4025
Timber Raising Seminar	Adrian, TN	April 23	Tennessee Log & Timber Homes	802-231-8219

[Click here to see all of our events >>](#)

Related Articles on TimberHomeLiving.com

Customizing a Timber Frame Home: Interview with Architect Jeremy Banin

Need more advice? Discuss building materials on [Timber Home Nation!](#)
Does reclaimed wood need a finish? • SIP Panel Recommendations
What finish to use for waterfront timber homes?

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

ADD DISTINCTION WITH
The Better Spiral Stair
York Spiral Stair

Unique Double-Helix Design

Make a dramatic impression in any interior with the warmth and beauty of York Stairs. Elegant, practical, and handcrafted in Maine, York Stairs promise to be a focal point in your home or business.

With various design options, nine hardwoods and five different diameters, our craftsman can help you design and build the stair that best complements your home.

Other features:

- Built and nearly fully assembled to save time and expense at the jobsite
- Space-saving alternative to a straight stair
- Adds architectural appeal to living rooms, family rooms, lofts, cupolas, and more

[See More Design Options](#)

York 5'
A three-quarter turn stair for when space is limited and there are no code requirements

York 8'6"
An elegant half-turn and a generous tread allows two people to pass easily

York 18'
A quarter turn stair with wide treads and a smaller rise for a luxurious look

Visit us online at www.yorkspiralstair.com, give us a call at 800.396.3538, or stop by our Vassboro, Maine office for detailed information and a quote.

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Sample Dedicated Email

Standard Designs, Custom Homes,
Outdoor Living, Truss & Timber Packages

TEXAS TIMBER FRAMES
Call to request a catalog
210.698.6156
[ENTER SITE HERE](#)

**CALL NOW TO SAVE 10%
OFF OUR POPULAR, BAY MINETTE HOME DESIGN**

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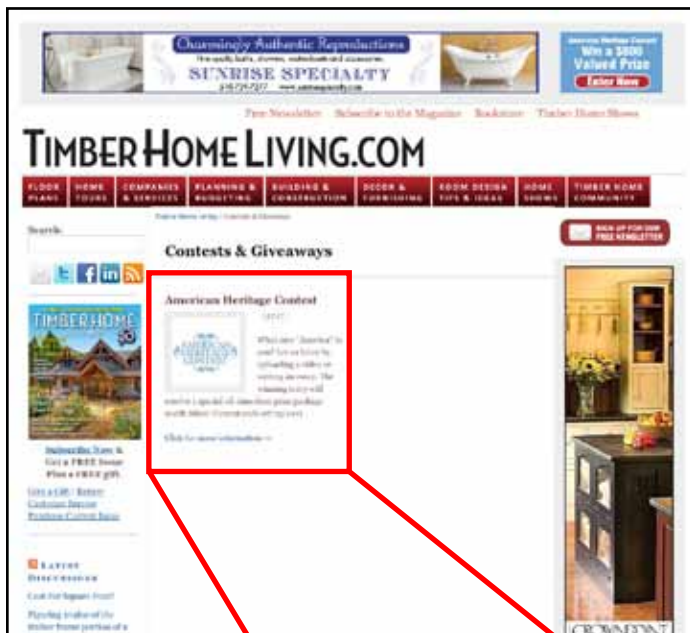
Contests and Giveaways

Contests and Giveaways

TimberHomeLiving.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.

Contests and Giveaways Listing Page



Contest or Giveaway Page



American Heritage Contest



What says "America" to you? Let us know by uploading a video or writing an essay. The winning entry will receive a special

all-American prize package worth \$800! Contest ends 07/15/2011

[Click for more information -->](#)

Preview Content

List of materials for preview content.

- **Image:** 100x100px
- **Text:** 40-60 words of text

Page Content

Please refer to "Company Profile Page" for rules and guidelines on page 6.