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CONTENT EVERYWHERE

Tablet devices have reinvented how we tell stories, how consumers interact with our content, and how advertisers connect with our audiences, all while maintaining the design fidelity and engagement of a print magazine. They also offer complete portability: Condé Nast's content will be everywhere our readers go.



CONDÉ NAST ON THE TABLET

Condé Nast is at the forefront of this exciting new publishing era, with Digital Editions from our award-winning brands available on multiple tablet devices.



DIGITAL PUBLISHING & DISTRIBUTION



iPad

DIGITAL EDITIONS

Allure
 Bon Appétit
 Brides
 Condé Nast Traveler
 Glamour
 Golf Digest
 GQ
 Lucky¹
 Self
 The New Yorker
 Vanity Fair
 Vogue
 WIRED

PLUS:

30 Apps
 Digital Specials
 Games
 Tools



kindlefire

DIGITAL EDITIONS

Allure
 Bon Appétit
 Condé Nast Traveler
 Glamour
 Golf Digest
 GQ
 Lucky¹
 Self
 The New Yorker
 Vanity Fair
 Vogue
 WIRED

PDF EDITIONS

Architectural Digest
 Brides
 Details
 Golf World
 Teen Vogue
 W



nook

DIGITAL EDITIONS

Allure
 Bon Appétit
 Condé Nast Traveler
 Glamour
 Golf Digest
 GQ
 Lucky¹
 Self
 The New Yorker
 Vanity Fair
 Vogue
 WIRED

PDF EDITIONS

Architectural Digest
 Brides
 Details
 Golf World
 Teen Vogue
 W



Samsung
GALAXY Tab

DIGITAL EDITIONS (7")²

Allure
 Bon Appétit
 Condé Nast
 Traveler
 Glamour
 Golf Digest
 GQ
 Self
 The New Yorker
 Vanity Fair
 Vogue
 WIRED

DIGITAL EDITIONS (10")²

Allure
 Bon Appétit
 Brides
 Condé Nast
 Traveler
 Glamour
 Golf Digest
 GQ
 Self
 Vanity Fair
 Vogue
 WIRED

¹Lucky available July 2012. ²The New Yorker is currently available on the 7" Galaxy; all other brands launching Q2 2012.

CONDÉ NAST DIGITAL EDITION GUIDELINES

R&D

Condé Nast remains in an R&D phase, during which we will explore and learn about every aspect of this new medium.

CIRCULATION

Condé Nast Digital Edition subscriptions and single-copy sales are counted in each brand's ABC paid circulation.

DISTRIBUTION

Condé Nast's Digital Editions are available on multiple devices. Advertising opportunities will be available on most devices (see page 16)

ADVERTISING

To advertise in the Digital Edition of a given brand, a client must also advertise in the corresponding print edition of that brand.

ADVERTISER INCLUSION

Condé Nast follows the ABC Ruling, effective March 21, 2011, which directs that, for Digital Edition circulation to be credited towards a brand's rate base (and to be considered a replica for ABC reporting purposes), any national advertiser in that title's print edition must be given the opportunity to advertise in the national digital replica edition.

In order to advertise in the national Digital Edition with a static or standard ad in that same month for no incremental fee, an advertiser must provide an insertion order for the Digital Edition (see Page 65) and materials for that Digital Edition. Opt-in for the Digital Editions is universal, and applies to all of a brand's Digital Editions across all devices.

For those brands with a PDF version: An advertiser must indicate that they do not want to appear in the brand's PDF version. Opt-out, as above, is universal and applies to all of a brand's PDF versions across all devices.

If advertisers need assistance to produce the necessary digital materials, the advertiser may contract with Condé Nast to produce those materials for an additional fee. Advertiser inclusion applies for both full-page and fractional ads (see Page 10). Restrictions may apply for regional advertisements (see Page 10). Advertisers may run an advertisement with an activated link or other interactive feature in Digital Editions for an additional fee.

PREMIUM OPPORTUNITIES

There can be up to 15 Premium advertising opportunities, which allow advertisers to include interactive features, in each Digital Edition issue. Access to these opportunities rests with management for each brand.

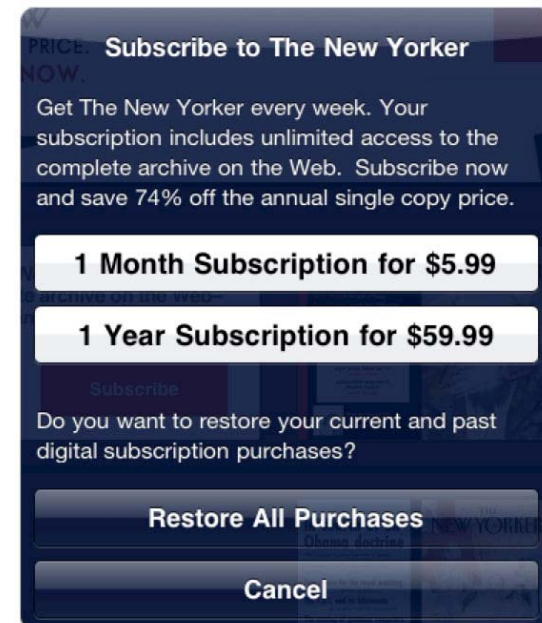
CONSUMER SUBSCRIPTION OVERVIEW

Condé Nast digital subscriptions are available from a number of online storefronts. All sites offer preview content for consumers.

- Apple App Store
- Barnes & Noble
- Amazon
- Android Marketplace
- Next Issue Media Storefront

Consumers who wish to access digital subscriptions at storefronts have three options:

- **CURRENT PRINT SUBSCRIBERS** can gain access to the Digital Edition at no additional charge simply by verifying their subscription information.
- **NEW DIGITAL SUBSCRIBERS** can choose either monthly or yearly subscriptions via a simple point-and-click process.
- **DIGITAL SINGLE COPIES** of any Condé Nast Digital Edition can be purchased at any of these storefronts.



7" DIGITAL EDITION ROLLOUT

OVERVIEW

Condé Nast has expanded the devices on which we publish our magazines to include 18 brands on the Amazon Kindle Fire and Barnes & Noble Nook 7" devices. In this new format, some brands will appear as Digital Editions and others will appear as PDFs:

Digital Editions (interactivity-enabled):

Allure, Bon Appétit, Condé Nast Traveler, Golf Digest, Glamour, GQ, Self, The New Yorker, Vanity Fair, Vogue and WIRED

PDFs (static):

Architectural Digest, Brides, Details, Golf World, Lucky, Teen Vogue and W

GUIDELINES

- Orientation: 7" Digital Editions will appear only in vertical format; horizontal format will not be offered.
- Universal opt-in/opt-out: Advertisers may only Opt-in for ALL Digital Editions and/or opt-out of ALL PDFs for a given brand. Please see page 5 for additional opt-in/out details.
- Universal I/O will be in place; One I/O per brand per issue.
- All paid circulation will be ABC-compliant, and counted toward rate base.

ADVERTISER-PROVIDED ASSETS

Advertisers have the following options for converting creative to a 7" format:

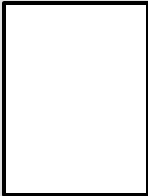
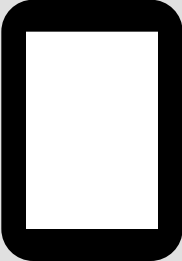
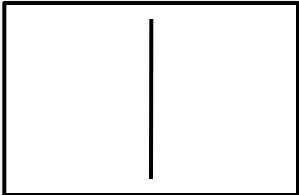

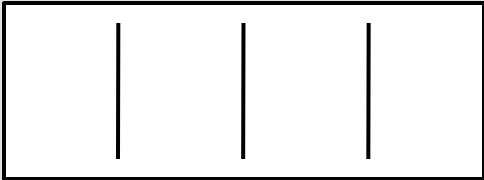

- Provide materials to 7" specs (See page 64)
- Provide working file materials for Condé Nast to convert to 7" specs (no letterboxing). Cost: \$1,500
- Provide only 10" materials for Condé Nast Manufacturing to reduce to 7" width (results in letterboxing at the top and bottom of the creative). Cost: \$1,500

Metadata: Advertisers who provide metadata for the 10" Digital Editions will not be required to provide additional/new metadata for the 7" Digital Editions.

PDF Editions: For those brands that are published as PDF Editions vs. Digital Editions, their issues will be displayed on tablet devices as a direct conversion from the print edition. In these cases, no new materials are needed from the advertiser as ads will be processed at no cost directly from the print materials already provided.

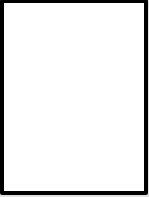

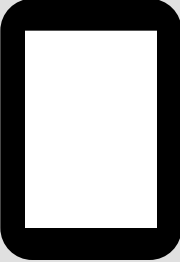
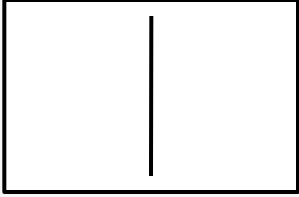
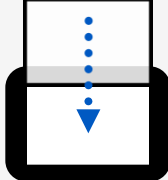

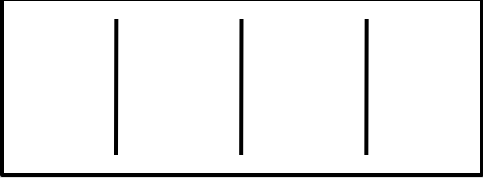
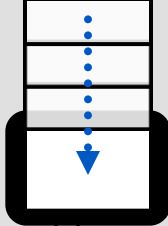

DIGITAL EDITION LAYOUT AND GUIDELINES FOR 7" DEVICES

Even when print creative can be used in Digital Editions, digital materials must be submitted separately for all Digital Edition ads. Applies to all Digital Editions. As PDF editions are published in the same layout as the printed issue, all navigation is horizontal and all pages appear in portrait orientation only. There are no stacks. PDF editions include the 7" editions of Architectural Digest, Brides, Details, Golf World, Lucky, Teen Vogue and W.

IF YOU BUY...	YOU GET THIS IN VERTICAL (Orientation available on all devices)
 <p data-bbox="659 711 848 748">Single Page</p>	 <p data-bbox="1304 553 1581 695">Can use same creative or new creative. Requires tablet materials</p>
 <p data-bbox="604 1027 905 1065">Spread — 2 Pages</p>	 <p data-bbox="1289 834 1593 943">New Stack Creative. Requires tablet materials</p> <ul data-bbox="1289 964 1535 1029" style="list-style-type: none"> • 2 vertically scrolling pages
 <p data-bbox="642 1344 871 1382">4-Page Insert</p>	 <p data-bbox="1289 1138 1593 1247">New Stack Creative. Requires tablet materials</p> <ul data-bbox="1289 1268 1535 1333" style="list-style-type: none"> • 4 vertically scrolling pages

DIGITAL EDITION LAYOUT AND GUIDELINES FOR 10" DEVICES

Even when print creative can be used in Digital Editions, digital materials must be submitted for all Digital Edition ads. Applies to all Digital Editions, including those for Allure, Architectural Digest, Bon Appétit, Brides, Condé Nast Traveler, Details, Glamour, Golf Digest, GQ, Lucky, Self, Teen Vogue, The New Yorker, Vanity Fair, and WIRED.

IF YOU BUY...	YOU GET THIS IN HORIZONTAL	YOU GET THIS IN VERTICAL
 <p>Single Page</p>	 <p>Requires tablet creative and materials</p>	 <p>Can use same creative or new creative. Requires tablet materials</p>
 <p>Spread — 2 Pages</p>	 <p>Same or new spread creative Requires tablet materials</p>	 <p>New Stack Creative. Requires tablet materials</p> <ul style="list-style-type: none"> • 2 vertically scrolling pages
 <p>4-Page Insert</p>	 <p>Requires tablet creative and materials</p>	 <p>New Stack Creative. Requires tablet materials</p> <ul style="list-style-type: none"> • 4 vertically scrolling pages

ADVERTISING PRODUCTION GUIDELINES

How advertising units will be handled in Digital Edition layouts

- Full Page Ads, 1-to-1 ad page conversion: For each ad page running in a brand's printed edition, advertisers are entitled to one ad page in a brand's Digital Edition/PDF edition.
- Fractional Ads: National print fractional paid ads 1/3-page or larger can run as a full page in a brand's Digital Edition. National fractional paid ads smaller than 1/3-page will run at the discretion of each brand publisher. If they do run, these ads will be collected together into a full page of advertisements. Management of fractional ads will be handled by each brand publisher.
- Regional Ads: Regional ads running in less than 15% of circulation cannot run in a brand's Digital Edition. Regional ads running in more than 15% will be allowed to run nationally in that brand's Digital Edition at the brand publisher's discretion.
- Copy Splits: Copy splits are not available at the present time.
- Print Premium Positions: Select premium positions will be identified and their translation to the digital layout will be consistent across all titles. See the following table for details:

Cover 4	Ad creative will run in the first ad position following the first well article.
Cover 3	Ad creative will run in the next ad position following the Cover 4 position.
Cover 2	Ad creative will run in the first position following the front editorial cover.
Masthead & Contributors	These full pages can run in the back of the issue, but positioning is the brand's decision.
Gatefolds	Gatefold creative units (except for Cover Gatefold creative units) will run as a stack. Cover Gatefold creative units will run horizontally.
Scented Ads	Scented ad units can run as static ads. Advertisers can also pay to run a Link, Premium or Premium Plus ad opportunity for additional associated fees.
ROB Spreads	Spread creative units will run as a stack. Multiple ROB spreads, unlike inserts, will run one screen horizontally for each spread (consecutive stacks).
Advertorial Units	Creative will run as a stack.
Inserts	Both supplied inserts and those printed by Condé Nast will run as a stack.
BRCs	The Digital Edition version of BRC is available as a Data Capture Premium opportunity. Appropriate fees apply.

- Ad units within Editorial Stacks: Policy and treatment will be determined by individual brands.
- Number of panels in a stack: There is no technical restriction regarding stack size. Policy will be determined by individual brands.

ADVERTISING PRODUCTION GUIDELINES (con't.)

- **Device name(s) and Product name(s):** Device hardware will be named by the device manufacturer, but is generally referred to as a Tablet. Our interactivity-enabled formats on tablets will be referred to as Digital Editions. Static format issues will be referred to as PDFs. A special content edition, formerly referred to as an App, will be referred to as a Digital Edition Special.
- **Maximum number of Premium, Premium Plus or Custom advertising units:** Condé Nast will allow up to 15 Premium, Premium Plus or Custom ads in a single Digital Edition. The limitation reflects the impact of these ad units on a Digital Edition's file size, download time, and storage requirements.
- **Digital Edition ad creative:** Advertisers may run advertising creative in a brand's Digital Edition that is different from the creative in the corresponding print edition as long as the same brand and product are advertised in both editions. Though an advertiser may also run different creative in a brand's 10" and 7" editions, the same creative must run on all devices of the same size.
- **Ad separation:** Competitive separation, as defined in print, cannot be guaranteed in the Digital Edition because ads are laid out both vertically and horizontally and readers can navigate in a nonlinear fashion.
- **Inclusion of URL/Call To Action within creative:** Based on user expectations that URLs in digital environments will be enabled, advertisers in Condé Nast Digital Editions must activate any URLs in their creative or remove inactive URLs from their advertisement in the horizontal and vertical navigation.
- **Maximum number of URLs:** There is a maximum of 5 activated URLs allowed per static screen. Each URL is a separate media buy.
- **URLs in only one orientation:** Advertisers may run a URL in only one orientation; however, they will be required to pay the full fee as if the URL appeared in both orientations.
- **Different URLs in each orientation:** For each digital ad screen, advertisers may run different URLs in each orientation.
- **URLs on multiple tablet devices:** If an ad is running on more than one tablet device, the ad on each device can have a unique link for the single \$5,000 fee, as long as all URLs link to the same destination.
- **Third-party tracking and/or redirects in advertiser URLs:** Starting with April 2012 issues, advertisers may include redirect tracking on URLs. Embedded pixel tracking is not allowed.
- **Advertiser metadata:** Each brand retains the right to edit/alter metadata, as appropriate, subject to final approval from advertisers or their agencies. If advertisers do not supply complete metadata information, Condé Nast retains the right to include the name of the advertiser within the metadata information listing.
- **Streaming video:** We allow advertisers to stream video within the Premium, Premium Plus or Custom creative executions. Appropriate fees will apply (see rate cards on Pages 18–24).
- **Advertiser-provided Premium/Premium Plus/Custom advertising units:** Advertisers may provide fully designed and coded ad creative. Advertisers can elect to have Condé Nast review the code of an ad, prior to delivery to Transmit, for a fee; if there are technical/functionality issues with an advertiser-provided ad, Condé Nast can review and provide feedback on it for a fee (see page 20).

DIGITAL EDITION PRICING

Pricing for Digital Edition advertising opportunities is composed of three elements.

MAGAZINE PAGING COMMITMENT

- All Digital Edition prices are in addition to the print magazine paging commitment negotiated with each brand by the advertiser or its advertising agency.

PRODUCTION FEE

- Production fees are based on the scope of work involved for a given advertising opportunity (see rate cards on pages 19–23).
- Rate card charges assume that all advertisement components are provided by the advertiser. Fee includes design, development, production, and QA.
- Any creative elements produced by Condé Nast involve additional creative charges. Specifically, clients using Condé Nast for photo shoots, video shoots, or any additional production work required beyond front-end design and programming will be charged for these services. Appropriate lead times apply. Production estimates are available upon request.
- Advertisers may run the same Digital Edition creative across multiple brands. An incremental programming and testing fee will apply; however, the Production fee will be charged only once. A programming-and-testing estimate will be provided based upon final scope of work.
- All Production fees are net fees and are not eligible for corporate or frequency discounts, nor do they contribute to corporate contracts.

TABLET MEDIA FEE

- Four interactive advertising levels are available: Link, Premium, Premium Plus and Custom (see rate cards on pages 19–23).
- The cost of Premium opportunities will have three components, provided all assets are furnished by the advertiser: print commitment to the brand, Tablet Media Fee and Production Fee.
- The Tablet Media Fees contribute to, but do not earn, corporate discounts. They do earn frequency discounts (see page 24).
- Tablet Media frequency discounts will be available through the Condé Nast Media Group to advertisers running multiple Digital Edition ad opportunities. Any combination of ad opportunities—Link, Premium, Premium Plus and Custom ads—count across all 2012 Condé Nast Digital Edition issues.

ADVERTISING IN DIGITAL EDITIONS

There are five levels of advertising opportunities in Condé Nast's Digital Editions.

1	<p>STANDARD</p> <p>An advertiser in the print edition will appear in that issue's Digital Edition as a standard/static ad if the advertiser provides Condé Nast with a signed insertion order directing the publisher to include the print ad in the Digital Edition (see Page 65). This opportunity does require new materials (see page 8). All advertisers have the opportunity to activate their creative digitally.</p>
2	<p>LINK</p> <p>This allows advertisers the ability to connect the reader with the advertiser's website or the website of a retail partner of the advertiser.</p>
3	<p>PREMIUM</p> <p>Condé Nast has developed a suite of interactive opportunities that are available to advertisers.</p>
4	<p>PREMIUM PLUS</p> <p>Condé Nast has developed a suite of further-enhanced interactive advertising opportunities that are available to advertisers.</p>
5	<p>CUSTOM</p> <p>Our Digital Editions offer the opportunity to enhance ads with interactive functionality, above Premium/Premium Plus opportunities, providing advertisers with the ability to customize their ad experiences.</p>

TABLET MEDIA FEES & FREQUENCY DISCOUNTS

GROUP 1: GQ, WIRED, VANITY FAIR, THE NEW YORKER and VOGUE

Tablet Media and Production frequency discounts will be available to advertisers running in multiple Digital Editions or running multiple ad opportunities. Any combination of ad opportunities — Links, Premium, Premium Plus and Custom ads — count across any 2012 Condé Nast Digital Edition issues, beginning with January.

Tablet Media Frequency Discounts

AD OPPORTUNITIES	TABLET MEDIA FEE Per Issue, Per Element (excludes production)*	FREQUENCY					
		1X	3X	6X	9X	12X	18X
Link	\$5,000	\$5,000	\$4,850	\$4,750	\$4,600	\$4,450	\$4,350
Premium	\$25,000	\$25,000	\$24,250	\$23,750	\$23,000	\$22,250	\$21,750
Premium Plus	\$45,000	\$45,000	\$43,650	\$42,750	\$41,400	\$40,050	\$39,150

*All rates are net.

Production Frequency Discounts

AD OPPORTUNITIES	PRODUCTION FEE	FREQUENCY	
		1X Insertion	Each additional insertion Fee will apply per insertion (per title, per issue)
Premium	\$5,000 – \$10,000	Production Fee	\$1,000
Premium Plus	\$8,000 – \$25,000	Production Fee	\$1,000
Custom	Case by Case Basis	Production Fee	\$1,000

Each additional insertion requires a separate insertion order.

Frequency is the number of advertising opportunities placed across all Condé Nast Digital Editions within a given contract year. Investments in Apps (as opposed to Digital Editions) are sponsorships and do not earn frequency discounts. During the R&D phase, Condé Nast reserves the right to change the terms and conditions relating to our Digital Editions. The Terms & Conditions contained within relevant Condé Nast Edition's current rate cards apply to all Digital Edition advertising units. For more information, please contact your corporate sales director or brand sales representative.

TABLET MEDIA FEES & FREQUENCY DISCOUNTS

GROUP 2: GLAMOUR, BRIDES, ALLURE, GOLF DIGEST, SELF, CONDÉ NAST TRAVELER, BON APPÉTIT and LUCKY

Tablet Media and Production frequency discounts will be available to advertisers running in multiple Digital Editions or running multiple ad opportunities. Any combination of ad opportunities — Links, Premium, Premium Plus and Custom ads — count across any 2012 Condé Nast Digital Edition issues, beginning with January.

Tablet Media Frequency Discounts

AD OPPORTUNITIES	TABLET MEDIA FEE Per Issue, Per Element (excludes production)*	FREQUENCY					
		1X	3X	6X	9X	12X	18X
Link	\$5,000	\$5,000	\$4,850	\$4,750	\$4,600	\$4,450	\$4,350
Premium	\$15,000	\$15,000	\$14,550	\$14,250	\$13,800	\$13,350	\$13,050
Premium Plus	\$35,000	\$35,000	\$33,950	\$33,250	\$32,200	\$31,150	\$30,450

*All rates are net.

Production Frequency Discounts

AD OPPORTUNITIES	PRODUCTION FEE	FREQUENCY	
		1X Insertion	Each additional insertion Fee will apply per insertion (per title, per issue)
Premium	\$5,000 – \$10,000	Production Fee	\$1,000
Premium Plus	\$8,000 – \$25,000	Production Fee	\$1,000
Custom	Case by Case Basis	Production Fee	\$1,000

Each additional insertion requires a separate insertion order.

Frequency is the number of advertising opportunities placed across all Condé Nast Digital Editions within a given contract year. Investments in Apps (as opposed to Digital Editions) are sponsorships and do not earn frequency discounts. During the R&D phase, Condé Nast reserves the right to change the terms and conditions relating to our Digital Editions. The Terms & Conditions contained within relevant Condé Nast Edition's current rate cards apply to all Digital Edition advertising units. For more information, please contact your corporate sales director or brand sales representative.

OPPORTUNITIES BY DEVICE

Enhanced advertising opportunities exist on every device on which Condé Nast is publishing Digital Editions. For those opportunities that exist on the Apple iPad but are not currently available on the Amazon Kindle Fire or Barnes & Noble Nook, an alternative enhanced ad will be offered for an additional production fee based on final scope.



Apple iPad



Amazon Kindle Fire



B&N Nook Color & Tablet



Samsung Galaxy Tab 7" & 10"

STANDARD

	Apple iPad	Amazon Kindle Fire	B&N Nook Color & Tablet	Samsung Galaxy Tab 7" & 10"
Static Ad	•	•	•	•
Static Ad with Link	•	•	•	•

PREMIUM

Audio Only	•	•	•	•
Data Capture	•			
Hotspots / Multiple Links	•	•	•	•
Save the Date	•	•	•	
Scrolling Ad	•	•	•	
Single Subtle Animation	•	•	•	
Slideshow	•	•	•	•

OPPORTUNITIES BY DEVICE



Apple iPad



Amazon Kindle Fire



B&N Nook Color & Tablet



Samsung Galaxy Tab 7" & 10"

PREMIUM

Swipe & Reveal	•			
:30 Video	•	•	•	•

PREMIUM PLUS

Branded World	•	•	•	•
Cruise Control	•			
Customizable 360	•			
Customized Product Experience	•	•	•	
Drag & Drop Customizer	•			
Dynamic Perspective	•			
Light Table	•			
Make Your Mark	•			
Media Gallery	•	•	•	•

OPPORTUNITIES BY DEVICE



Apple iPad



Amazon Kindle Fire



B&N Nook Color & Tablet



Samsung Galaxy Tab 7" & 10"

PREMIUM PLUS

	Apple iPad	Amazon Kindle Fire	B&N Nook Color & Tablet	Samsung Galaxy Tab 7" & 10"
Panoramic View	•			
Photo 360	•	•	•	•
Photo Explorer	•	•	•	
Puzzle Play	•			
Slide and Match	•	•	•	•
Smart Ad	•			
Social Feedback + Video	•	•	•	
Tap & Reveal	•			
Virtual Tour	•			
Watch & Interact	•			
:60 video (in-line & full-screen)	•	•	•	•

CONDÉ NAST DIGITAL EDITION PRODUCTION FEES 2012

Digital Edition Rate Card (1 of 5)

AD OPPORTUNITIES 2012	Net Production Charge	Device Availability	Notes
Standard			
Tablet-ready static ad with supplied material	\$0	ALL	Static ads are replicas of advertisements in the print edition. These ads have no interactive functionality. Advertiser must supply creative to Digital Edition material specifications. No Production fee.
Static, Condé Nast produces materials from existing print ad - 1 page*, single size (7" or 10") or both sizes	\$1,500 one size; \$2,500 both sizes	ALL	Condé Nast will convert print materials to meet Digital Edition requirements. This one-time fee includes re-sizing of a single page ad, URL removal, and Digital Edition creative in all relevant orientations. The fee includes two rounds of creative review. Client may use this creative to run across multiple Condé Nast brands.
Static, Condé Nast produces materials from existing client assets - 1 page*, single size (7" or 10") or both sizes	\$3,000 one size; \$4,000 both sizes	ALL	Condé Nast will create materials for Digital Edition. This one-time fee includes designing a single-page ad in both orientations from scratch using existing client assets. The fee includes two rounds of creative review. Client may use this creative to run across multiple Condé Nast brands.
Static, Condé Nast resizes an existing Digital Edition ad for smaller or larger format - 1 page*	\$1,500	ALL	Condé Nast will convert existing, static Digital Edition ad materials for 1 ad page from one size to another (e.g., 10" to 7"). If converting from 7" to 10", both 10" orientations are included at this cost. Letterboxing is recommended only for conversion of 10" to 7" (and not the reverse).
Link(s)	\$0	ALL	This opportunity requires a Mobile Media fee of \$5,000. This opportunity provides one interactive ad link to a designated URL. If the ad is running on more than one tablet device, the ad on each device can have a unique link with no charge beyond the \$5,000 Mobile Media Fee, as long as all URLs link to the same destination.
Client- or 3 rd party-produced Ad Testing	\$1,000	ALL	Condé Nast can review client or 3 rd party created Digital Edition ads to ensure the ads will function as intended. Client provides final, complete ad assets to Condé Nast. Condé Nast provides feedback on potential issues and a list of necessary adjustments.

* For ads running more than 2 pages, custom fees can be determined based on the total number of ad pages.

CONDÉ NAST DIGITAL EDITION RATES 2012

In 2012, Condé Nast will continue to provide three tiers of enhanced advertising opportunities: Premium, Premium Plus and Custom. For these opportunities, the brands are collected into two groups with two different levels of Tablet Media fees. Group 1 includes GQ, WIRED, Vanity Fair, The New Yorker and VOGUE. Group 2 includes the remainder of our brands with Digital Editions or PDFs. Please see page 24 for Terms and Conditions.

Mobile Media fees are as follows:			
	Links	Premium	Premium Plus
Group 1	\$5,000	\$25,000	\$45,000
Group 2	\$5,000	\$15,000	\$35,000

Condé Nast will review our Digital Edition brand groupings at least once per year.

Digital Edition Rate Card (2 of 5)

AD OPPORTUNITIES 2012	Net Production Charge	Device Availability	Notes
Premium			
Audio Only	\$5,000	ALL	Ad opportunity with up to 3 embedded audio or narration tracks (totaling up to 2 minutes). Includes 1 link.
Data Capture	\$9,000	iPad	Ad opportunity with data entry form for lead generation/opt-in identification purposes. The reader must be connected to the Web when the ad is activated; if not, alternate creative can be served. Includes 1 link.
Hotspots	\$5,000	ALL	Ad opportunity with up to 5 hotspots that expand to reveal information when tapped. Hotspot can include text or flat images. Includes up to 3 links, which can each drive to a unique URL.
Save the Date	\$8,000	iPad, Fire, Nook	Ad opportunity that allows readers to enter multiple email addresses to share an event invitation. The reader must be connected to the Web when the ad is activated; if not, alternate creative can be served. Includes 1 link.
Scrolling Ad	\$5,000	iPad, Fire, Nook	Ad opportunity featuring 2-4 pages of smooth-scrolling creative. Includes up to 4 links (maximum of 1 link per page), which can each drive to a unique URL.
Single Subtle Animation	\$5,000	iPad, Fire, Nook	Ad opportunity allowing an animated enhancement of a single creative element. Complex/large animations priced as Custom. Includes 1 link.
Slideshow	\$5,000	ALL	Ad opportunity featuring up to 10 photo images. Includes up to 3 links that can be placed on any static (non-interactive) page areas and which can each drive to a unique URL.

CONDÉ NAST DIGITAL EDITION PRODUCTION FEES 2012

In addition to the Tablet Media and Production fees below, Premium, Premium Plus, and Custom opportunities within a Digital Edition require a magazine paging commitment in the print edition of that brand. The combination of Premium, Premium Plus and Custom ads is limited to 15 per issue. Please see page 24 for Terms and Conditions.

Digital Edition Rate Card (3 of 5)

AD OPPORTUNITIES 2012	Net Production Charge	Device Availability	Notes
Premium <i>cont'd</i>			
Swipe & Reveal	\$10,000	iPad	Ad opportunity with a translucent overlay that is revealed when swiped with finger. Can include different text or flat images in each orientation. Includes 1 link.
:30 Video	\$5,000	ALL	Ad opportunity with a 30-second video cached in the device. Can play full-screen or embedded in the page. Includes 1 link.
Premium Plus			
Branded World	\$20,000	ALL	Ad opportunity with 360° view of branded, non-photographic environment. Includes up to 3 links. Links not available inside branded environment.
Cruise Control	\$24,000	iPad	Ad opportunity consisting of a labyrinth-like, full-screen game that a reader controls by moving device. Includes 1 link.
Customizable 360°	\$15,000	iPad	Ad opportunity showing 360° revolution view of a single product, with the ability to change colors and backgrounds. Includes up to 3 backgrounds and 3 links, which can each drive to a unique URL.
Customized Product Experience	\$12,000	iPad, Fire, Nook	Ad opportunity featuring up to 4 products in each of 3 categories. Interactive products can be combined to create various looks. Includes up to 2 links, which can each drive to a unique URL.
Drag & Drop Customizer	\$15,000	iPad	Ad opportunity providing the ability to customize a product or environment by layering combinations of images/words. Includes up to 3 links, which can each drive to a unique URL.
Dynamic Perspective	\$20,000	iPad	Ad opportunity featuring a 3D world that a reader navigates by moving the device. Includes up to 5 links, which can each drive to a unique URL.

CONDÉ NAST DIGITAL EDITION PRODUCTION FEES 2012

In addition to the Tablet Media and Production fees below, Premium, Premium Plus, and Custom opportunities within a Digital Edition require a magazine paging commitment in the print edition of that brand. The combination of Premium, Premium Plus and Custom ads is limited to 15 per issue. Please see page 24 for Terms and Conditions.

Digital Edition Rate Card (4 of 5)

AD OPPORTUNITIES 2012	Net Production Charge	Device Availability	Notes
Light Table	\$15,000	iPad	Ad opportunity that offers users sort, shuffle, and pinch & zoom capabilities to arrange up to 10 elements, including 1 video up to 30 seconds. Remaining elements can include a combination of images and text. Includes up to 5 links, which can each drive to a unique URL.
Make Your Mark	\$17,000	iPad	Ad opportunity that allows readers to create their own ad experience by manipulating up to 3 categories of elements with a total of 50 possible elements. Includes 1 link.
Media Gallery	\$15,000	ALL	Ad opportunity with up to 10 elements, including 1 video up to 30 seconds. Remaining elements can include a combination of images and text. Includes up to 5 links, which can each drive to a unique URL.
Panoramic View	\$15,000	iPad	Ad opportunity with 360° view of photographic environment. Includes up to 3 links, which can each drive to a unique URL. Links not available inside photographic environment.
Photo 360°	\$8,000	ALL	Ad opportunity with photo enhancement showing 360° view of a product. Includes up to 3 links, which can each drive to a unique URL.
Photo Explorer	\$20,000	iPad, Fire, Nook	Ad opportunity with the ability to navigate around a single creative and explore details in a zoomed-in perspective. Includes up to 3 links, which can each drive to a unique URL.
Puzzle Play	\$15,000	iPad	Ad opportunity that features an 8-piece puzzle which readers are invited to solve by manipulating pieces via touch. Includes timer, reveal of additional content through solving, share-ability, and 1 link.
Slide and Match	\$8,000	ALL	Ad opportunity with up to 3 independently sliding sections for mixing and matching images. Includes up to 2 links, which can each drive to a unique URL.
Smart Ad	\$17,000	iPad	Ad opportunity that features content found on the Web and natively on the device. Content can be updated in real-time or as frequently as desired. Includes 1 link.

CONDÉ NAST DIGITAL EDITION PRODUCTION FEES 2012

In addition to the Tablet Media and Production fees below, Premium, Premium Plus, and Custom opportunities within a Digital Edition require a magazine paging commitment in the print edition of that brand. The combination of Premium, Premium Plus and Custom ads is limited to 15 per issue. Please see page 24 for Terms and Conditions.

Digital Edition Rate Card (5 of 5)

AD OPPORTUNITIES 2012	Net Production Charge	Device Availability	Notes
Social Feedback + Video	\$12,000	iPad, Fire, Nook	Ad opportunity featuring 1 video up to 30 seconds and a live-populating feed of content from Facebook/Twitter. The reader must be connected to the Web when the ad is activated; if not, alternate creative can be served. Includes 3 links, which can each drive to a unique URL.
Tap & Reveal	\$19,000	iPad	Ad opportunity that invites readers to interact with the ad via touch in order to be delighted and surprised at the random events that are triggered. Includes up to 10 events, and 1 link.
:60 Video	\$5,000	ALL	Ad opportunity featuring a single 30-60 second video. Availability of this opportunity is limited to 1 per issue. Includes up to 2 links, which can each drive to a unique URL.
Virtual Tour	\$25,000	iPad	Ad opportunity with full interactivity offering self-guided experience. Includes full 360° rotation of a product with up to 5 informational hotspots. Includes up to 5 links (not available within videos or rotating objects), which can each drive to a unique URL.
Watch & Interact	\$12,000	iPad	Ad opportunity featuring a 15-30 second auto-play animation that resolves into an entry form. Includes up to 3 links, which can each drive to a unique URL. (Note: Auto-play functionality requires Editorial approval.)
Custom Advertising	TBD	TBD	Prices for production and space/media quoted based upon scope of request.

At this time, the 7" and 10" Samsung Digital Editions do not support Premium, Premium Plus, and Custom capabilities beyond what is listed above. We are continuing to work with our technology partners on further enhancing the Samsung Digital Edition capabilities.

DIGITAL EDITION TERMS & CONDITIONS

- The Terms & Conditions contained within relevant Condé Nast Digital Edition current rate cards apply to all Digital Edition advertising units.
- All Condé Nast corporate contracts prevail. Rates are for January–December 2012 issues. Rates are subject to change in 2012.
- All digitally enabled advertisements in Condé Nast’s Digital Editions will be kept live for six months, including the issue month of each Digital Edition unless Condé Nast is instructed in writing by the advertiser to shorten the period.
- Links will work only when connected to the Web via WiFi or 3G.
- The Tablet Media fees contribute to but do not earn corporate discounts.
- Tablet Media frequency and Production discounts will be available to advertisers running multiple Digital Edition Links, Premium, Premium Plus and Custom ads across Condé Nast Digital Editions in 2012.
- Condé Nast will not accept tracking pixels, but will accept URL tracking redirects.
- If, after authorizing production work, an advertiser cancels a Digital Edition insertion, the advertiser will be responsible for all production charges incurred by Condé Nast. If cancellation comes after the ad closing date, the advertiser is responsible for full production and space fees for the insertion.
- Opt-in for the Digital Editions is universal, and applies to all of a brand’s Digital Editions across all devices. For those brands with a PDF version, an advertiser must indicate that they do not want to appear in the brand’s PDF version. Opt-out of PDF versions, as with Digital Editions, is universal and applies to all of a brand’s PDF versions across all devices.

DIGITAL EDITION METRICS AND RESEARCH

Condé Nast is committed to providing advertisers with valuable qualitative and quantitative insights into our Digital Editions.

As of July 2011, Condé Nast has included Digital Edition single-copy sales and Digital Edition subscription sales in each brand's ABC statement.

Starting with the January 2012 issues, Condé Nast will be supplying the following metrics:

- ABC Total Digital Circulation: Single-Copy Sales and Digital Subscribers
- Total Issues Opened: The total number of unduplicated readers accessing the issue
- Total Sessions Per Issue: The total number of reading sessions within the issue
- Total Content Views: The total number of pages viewed within the issue (advertisements & editorial)
- Average Time Spent (per session and per reader): The amount of time a reader spent with the issue in a single session and overall for that issue

Link, Premium and Premium Plus advertisers will receive the following additional metrics and a comparison of these metrics to the issue average:

- Total Ad Readers: The number of unduplicated readers that viewed the ad
- Total Ad Engagements: The total number of times the ad was viewed
- Average Time Spent Per Ad: The average time a reader spends with the ad each time it is viewed

Timing of Reporting:

- Metrics will be reported ten weeks after an issue goes on sale for monthly magazines, seven weeks after on sale for weeklies.
- Condé Nast will report one unified number for all devices on which a brand appears for a given issue. We will not break out metrics by device.

Engagement metrics:

- Interaction metrics are currently in development and should be available later in 2012.
- Condé Nast will allow trackable URLs in Digital Edition ads beginning with the April 2012 issues.
- Inclusion of third-party tracking pixels is not allowed in the Digital Edition executions.

THE STUDIO AT CONDÉ NAST: OUR FULL-SERVICE TABLET CREATIVE SOLUTION CENTER



From ideas to inspirations, The Studio at Condé Nast

- Combines the power of our brands with a comprehensive portfolio of capabilities to create attention-grabbing experiences for our audience of affluent, influential, and engaged consumers
- Develops best-in-class custom solutions that address client objectives, build brand value, and connect with desirable audiences
- Provides creative services including ad development, testing, quality control, troubleshooting, and execution
- Undertakes an extensive R&D investment to develop innovative creative executions and proofs of concept

CREATIVE AWARDS FOR THE STUDIO AT CONDÉ NAST

- MEDIA VANGUARD AWARD, BEST IPAD AD PRODUCTION STUDIO, AD AGE: NOVEMBER 2011
- MOBI AWARD FINALIST, DIGIDAY: SEPTEMBER 2011
- MIN ONLINE, DIGITAL TEAM OF THE YEAR: FEBRUARY 2011
- MEDIA VANGUARD AWARD: AD AGE: NOVEMBER 2010

“An ad for Qwest that let readers shake loose the letters on the page (taking advantage of the iPad’s accelerometer) to reveal a puzzle clue....The Studio at Condé Nast ads don’t just sit there; they engage and delight.”

— Media Vanguard Award, 2011



Qwest campaign WIREd, May 2011



Happy Plate SELF, May 2011

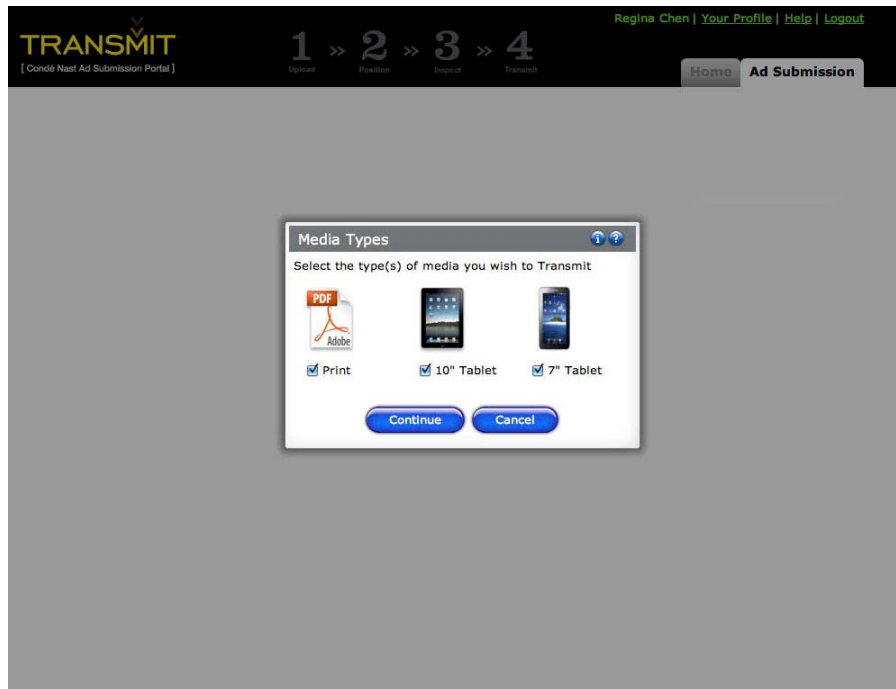


British Virgin Islands Tourism Commission campaign, The Hot List, Condé Nast Traveler, August 2011



History Channel Top Gear campaign WIREd, August 2011

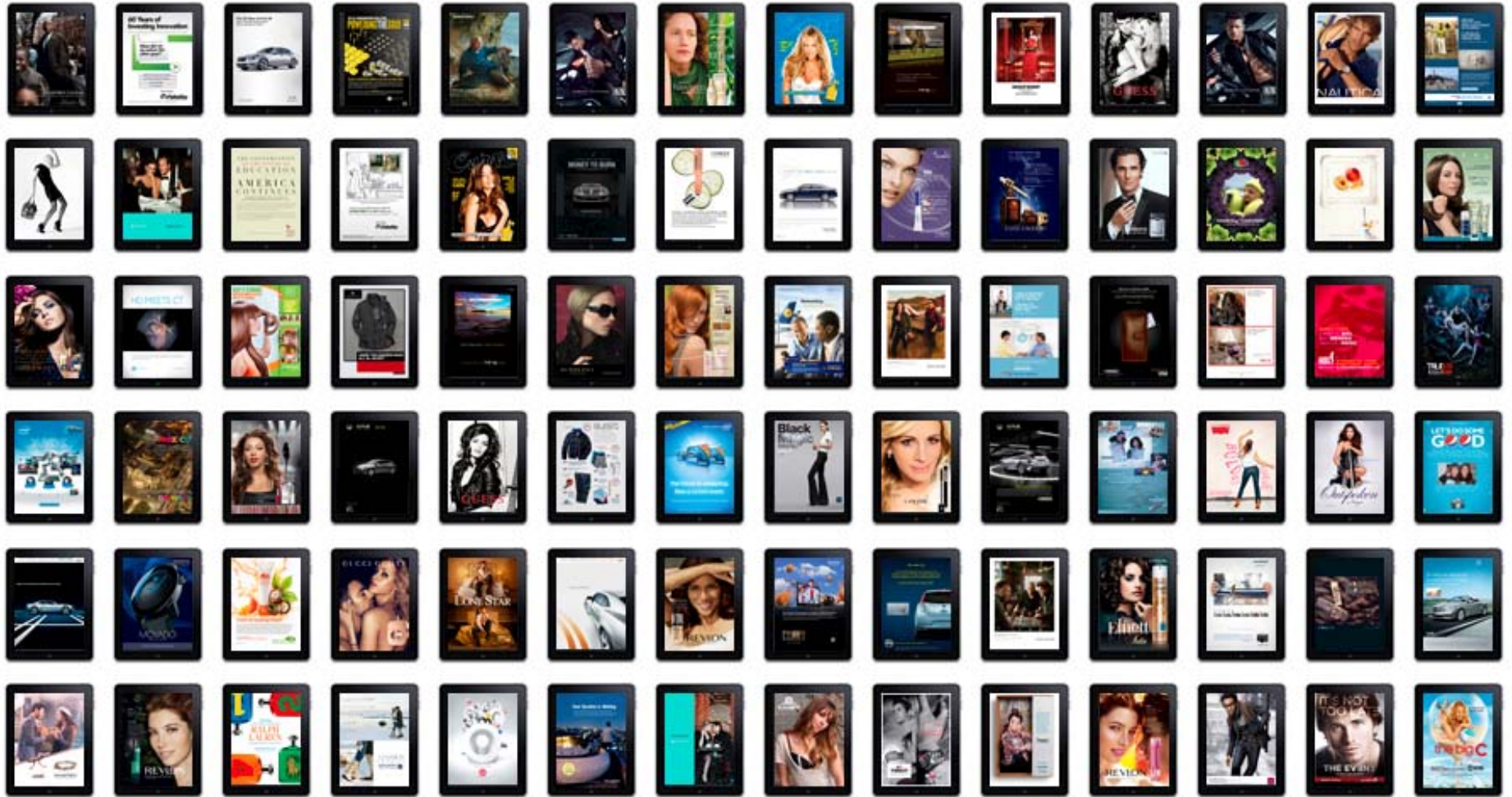
CONDÉ NAST MANUFACTURING & DISTRIBUTION TRANSMIT SYSTEM



<http://transmit.condenast.com>

- Transmit, Condé Nast's current Web-based ad portal system that accepts all print advertising materials, has been updated to accept Digital Edition advertising materials.
- As with the print material submission process, advertisers will sign in, choose a Condé Nast title and issue date, and then be brought to that title's window showing a customized list of the types of materials and devices on which that title has launched. The options at this time will indicate "Print," "10" Tablet, "7" Tablet, and Smartphone configurations.
- Transmit will allow advertisers to attach landscape and portrait versions of their ads, one or multiple URLs, all metadata, copies of their inclusion forms, copies of their insertion orders, and any rich media elements they would like to provide.

250+ RICH TABLET EXECUTIONS TO DATE



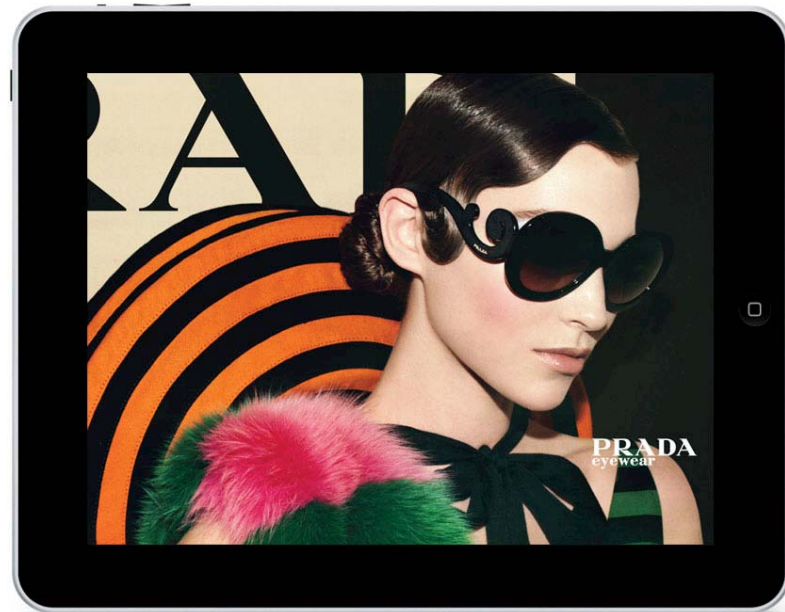
...and more

Creative Opportunities Standard

Standard

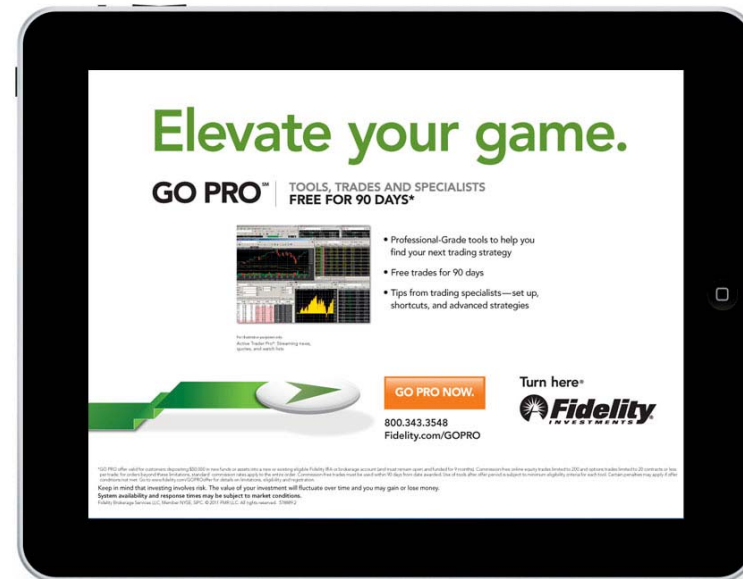
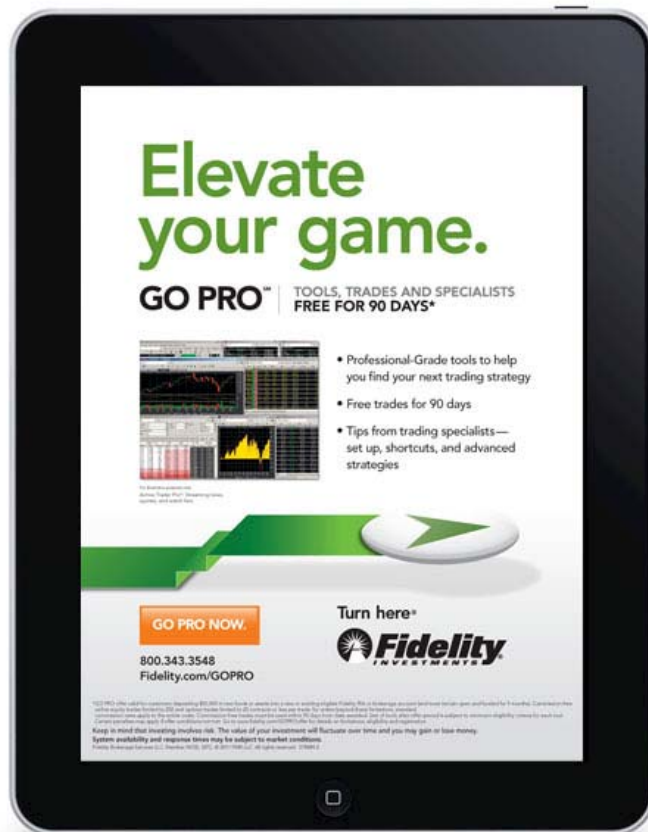
Available: ALL

Static (Portrait & Landscape)



Static ads are advertisements with no interactive functionality. The creative supplied must advertise the same product or service that is running in the corresponding print edition.

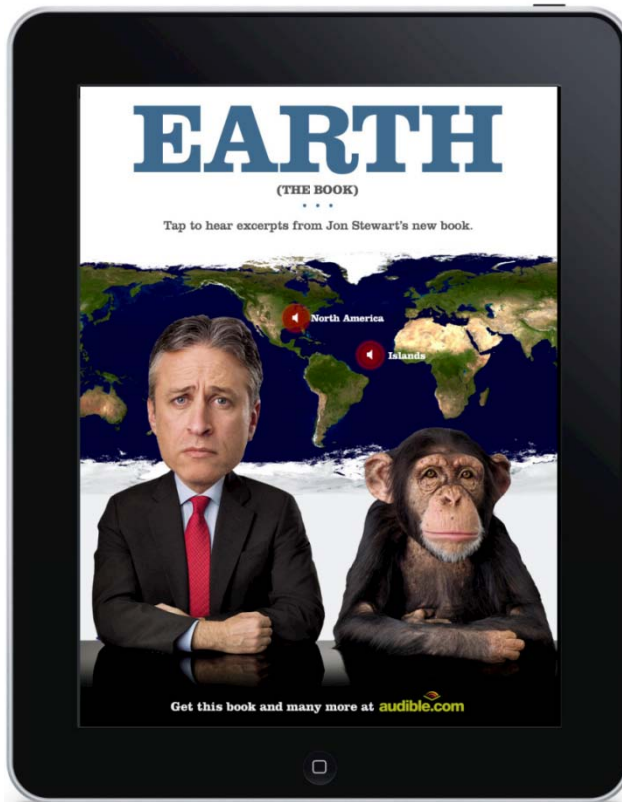
Standard
Available: ALL
Static with Link (Portrait & Landscape)



Advertisements in the Digital Edition that include an enabled URL, which can link to a non-Flash website.

Creative Opportunities Premium

Premium
Available: ALL
Audio Only (Portrait & Landscape)



Ad opportunity with up to 3 embedded audio or narration tracks (totaling up to 2 minutes). Includes 1 link.

Premium
Available: iPad
Data Capture (Portrait & Landscape)



Ad opportunity with data entry form for lead generation/opt-in identification purposes. The reader must be connected to the Web when the ad is activated, if not, alternate creative can be served. Includes 1 link.

Premium
Available: ALL
Hotspots (Portrait & Landscape)

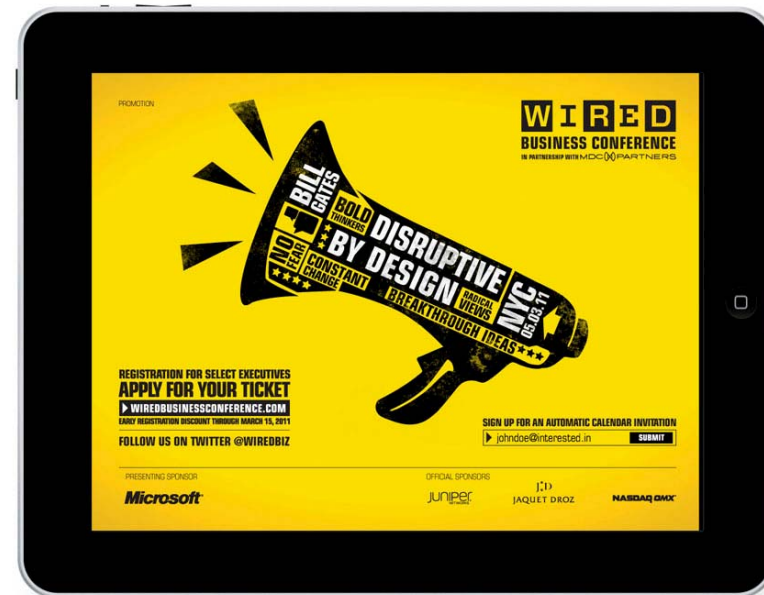


Ad opportunity with up to 5 hotspots that expand to reveal information when tapped or touched. Hotspot can include text or flat images. Includes up to 3 links.

Premium

Available: iPad, Fire, Nook

Save the Date (Portrait & Landscape)



Ad opportunity that allows entry of multiple email addresses to share an event invitation. The reader must be connected to the Web when the ad is activated, if not, alternate creative can be served. Includes 1 link.

Premium
Available: iPad, Fire, Nook
Scrolling Ad (Portrait Only)

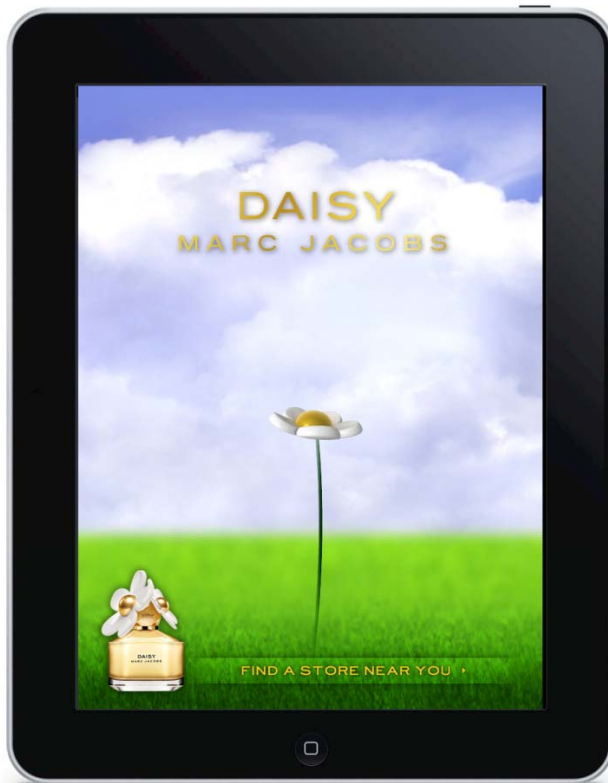


Ad opportunity featuring 2-4 pages of smooth-scrolling creative. Includes up to 4 links, maximum of 1 link per page.

Premium

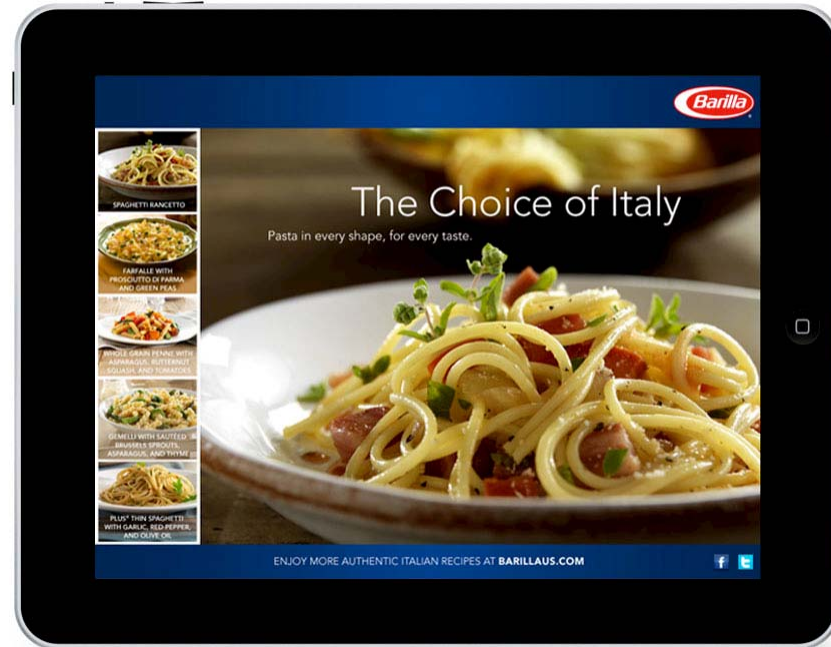
Available: iPad, Fire, Nook

Single Subtle Animation (Portrait & Landscape)



Ad opportunity allowing animated enhancement of a single creative element. Complex/large animations priced as custom. Includes 1 link.

Premium
Available: ALL
Slideshow (Portrait & Landscape)



Ad opportunity with up to 10 photo images. Includes up to 3 links, that can be placed on any static (non-interactive) page areas.

Premium

Available: iPad

Swipe & Reveal (Portrait & Landscape)

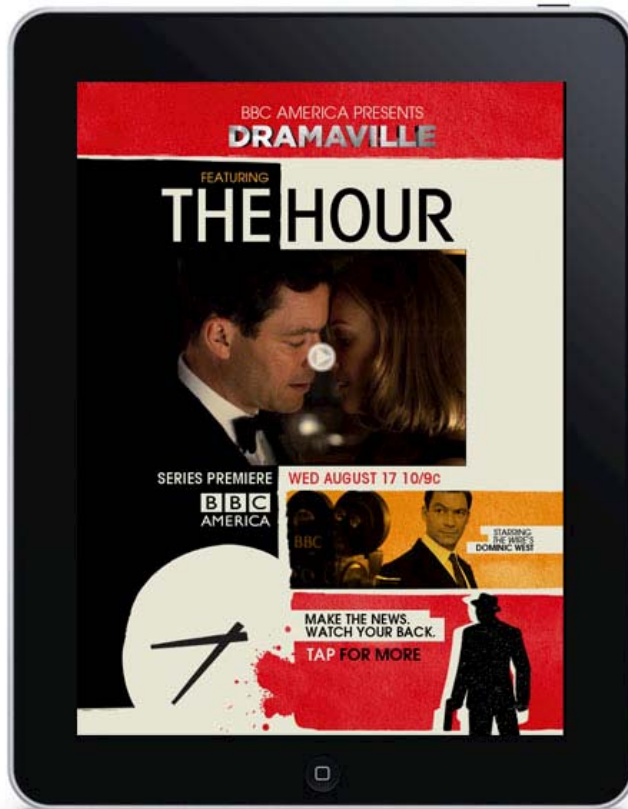


Ad opportunity with a translucent overlay that is revealed when swiped with finger. Can include different text or flat images in each orientation. Includes 1 link.

Premium

Available: ALL

Video – :30 (Portrait & Landscape)



Ad opportunity with :30 video cached to device. Can play full-screen or embedded in page. Includes 1 link.

Creative Opportunities Premium Plus

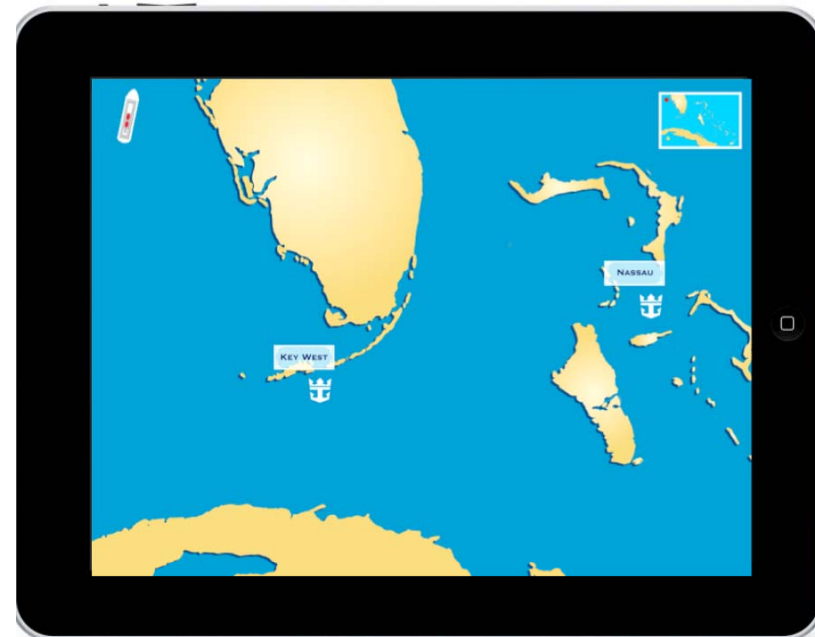
Premium Plus
Available: ALL
Branded World (Portrait & Landscape)



Ad opportunity with 360° view of branded, non-photographic environment. Includes up to 3 links. Links not available inside branded environment.

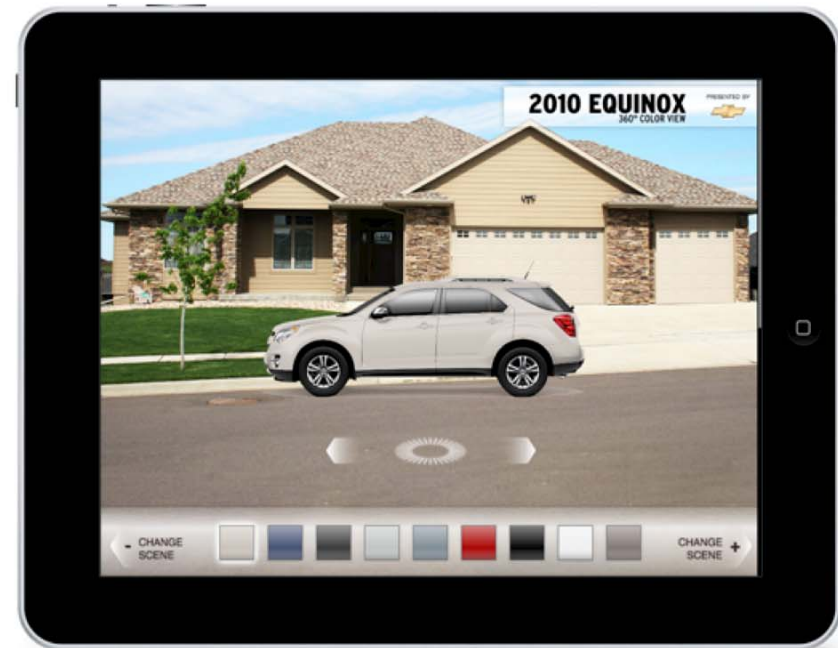
Premium Plus
Available: iPad

Cruise Control (Portrait & Landscape)



Ad opportunity consisting of a labyrinth-like, full-screen game that's controlled by a reader's movement of the device. Includes 1 link.

Premium Plus
Available: iPad
Customizable 360° (Portrait & Landscape)



Ad opportunity showing 360° view of a single product, with the ability to change colors and backgrounds. Includes up to 3 backgrounds and 3 links.

Premium Plus

Available: iPad, Fire, Nook

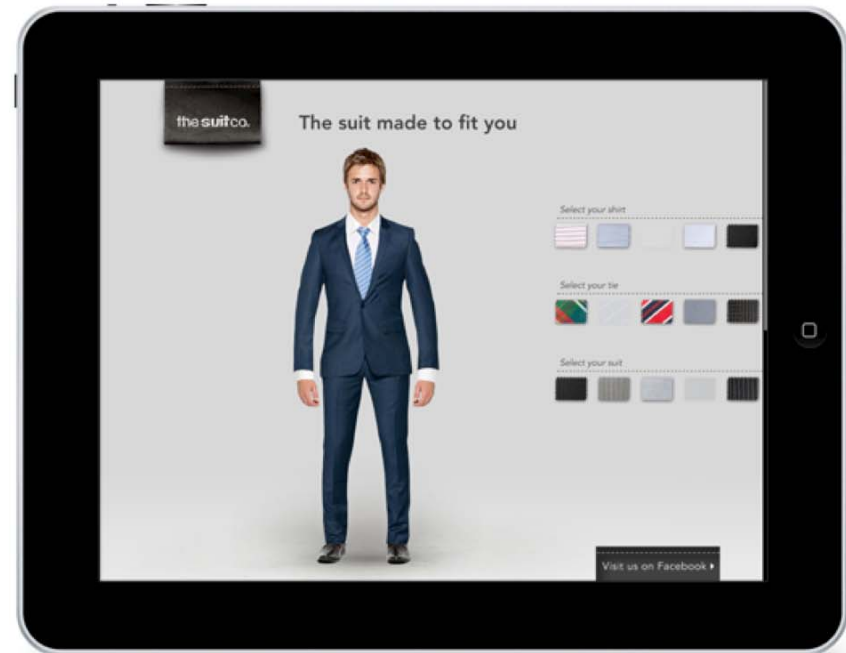
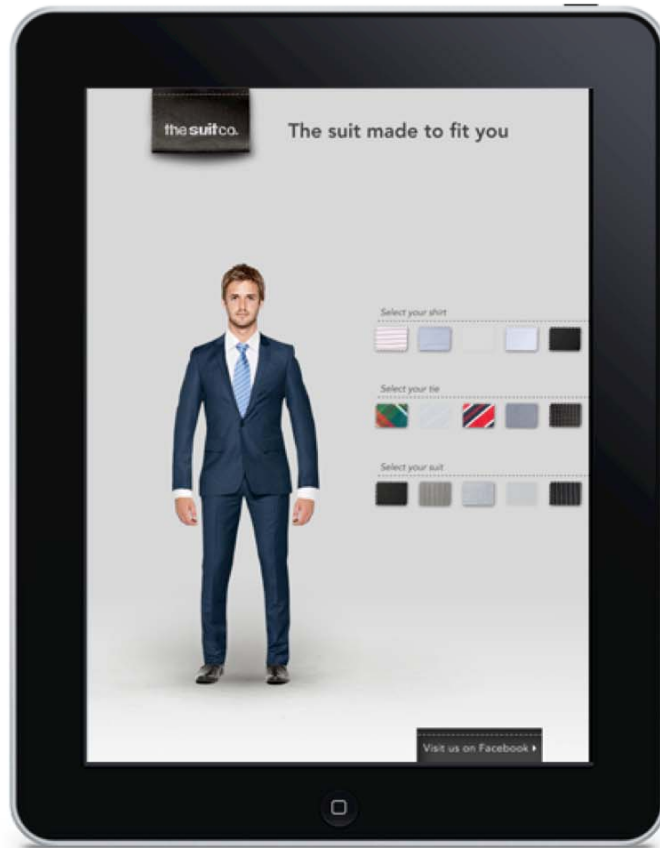
Customized Product Experience (Portrait & Landscape)



Ad opportunity featuring up to 4 products in each of 3 categories. Interactive products can be combined to create various looks. Includes up to 2 links.

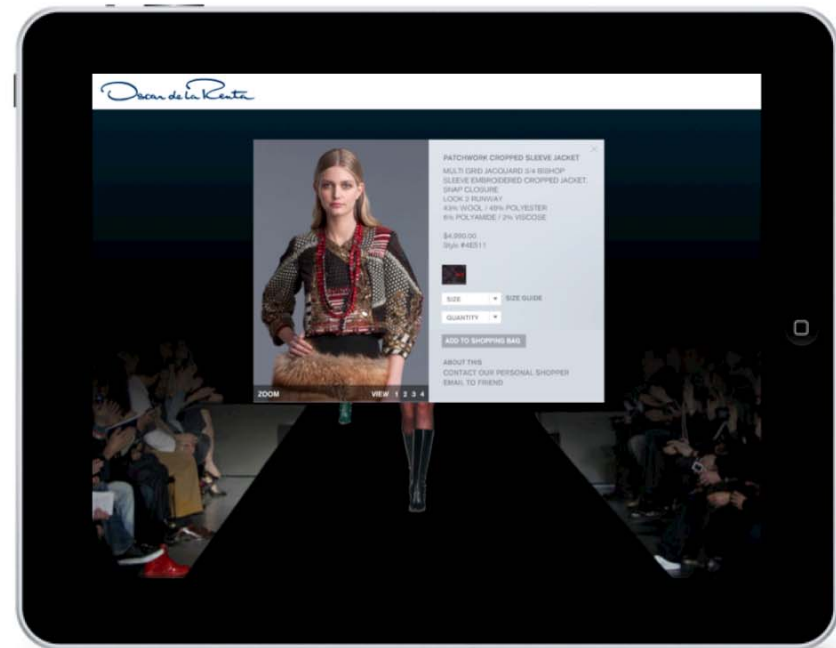
Premium Plus
Available: iPad

Drag & Drop Customizer (Portrait & Landscape)



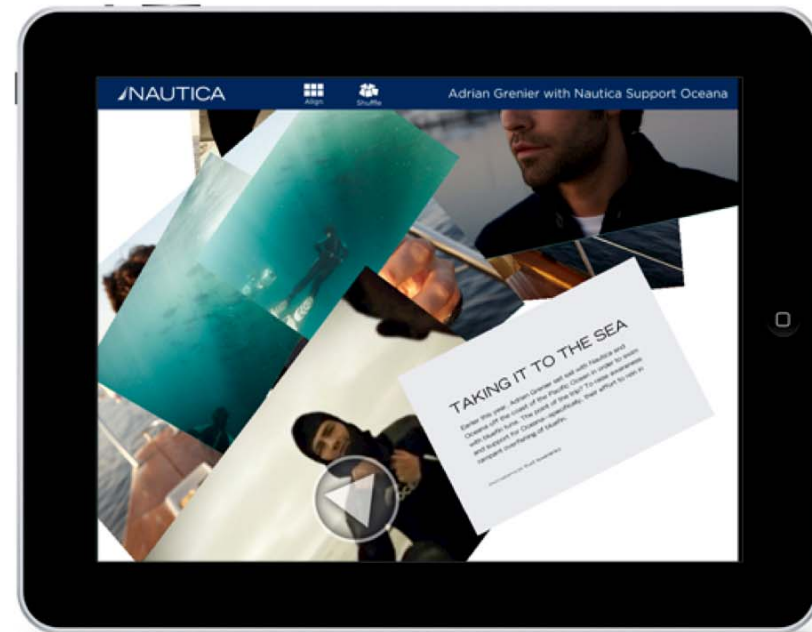
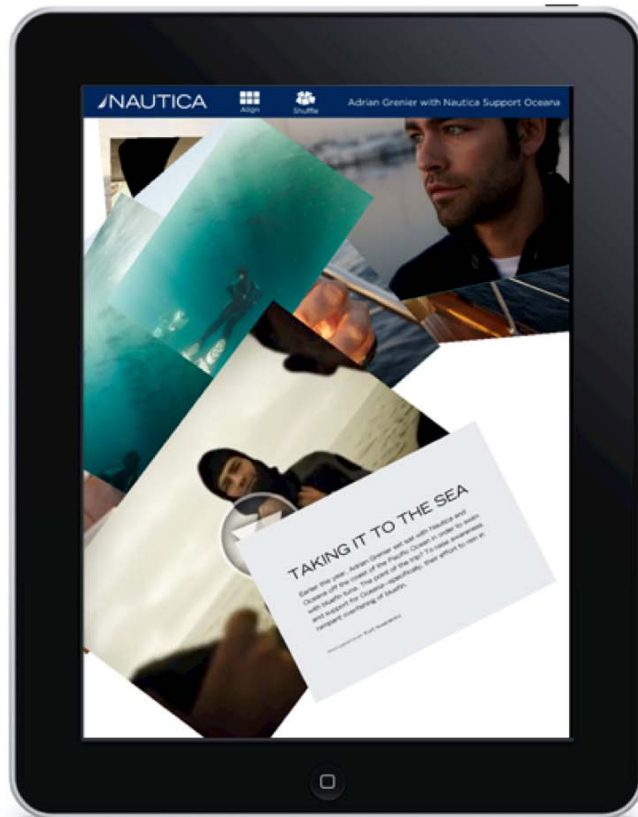
Ad opportunity providing the ability to customize a product or environment by layering combinations of images/ words on top of each other. Includes up to 3 links.

Premium Plus
Available: iPad
Dynamic Perspective (Portrait & Landscape)



Ad opportunity featuring a reader-controlled 3D world that the reader navigates by moving the device. Includes up to 5 links.

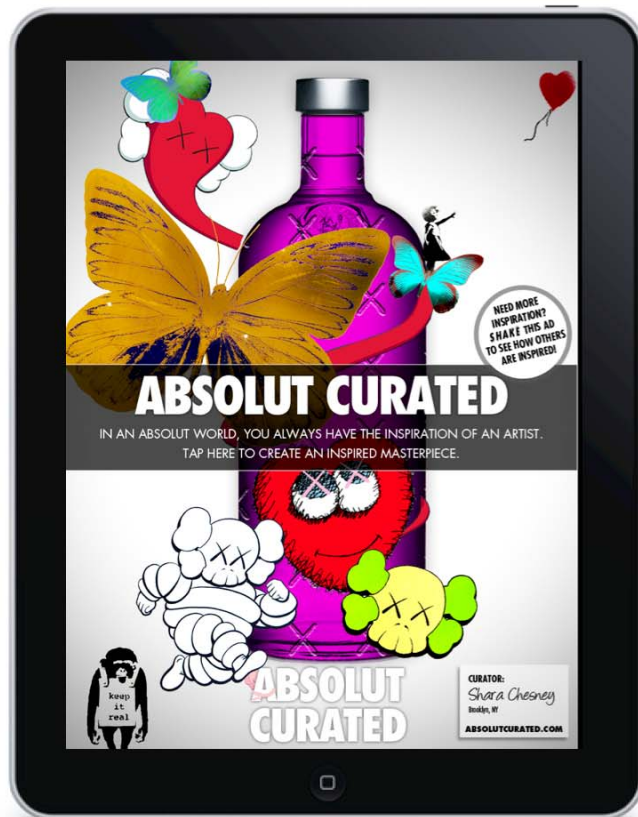
Premium Plus
Available: iPad
Light Table (Portrait & Landscape)



Ad opportunity that offers users sort, shuffle, and pinch & zoom capabilities to arrange up to 10 elements: 1 video up to 30 seconds and the remaining elements can be a combination of images and text. Includes up to 5 links.

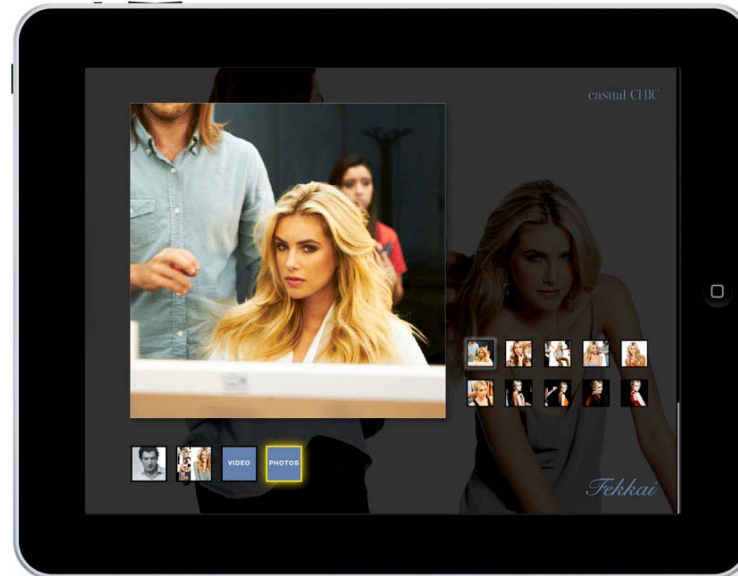
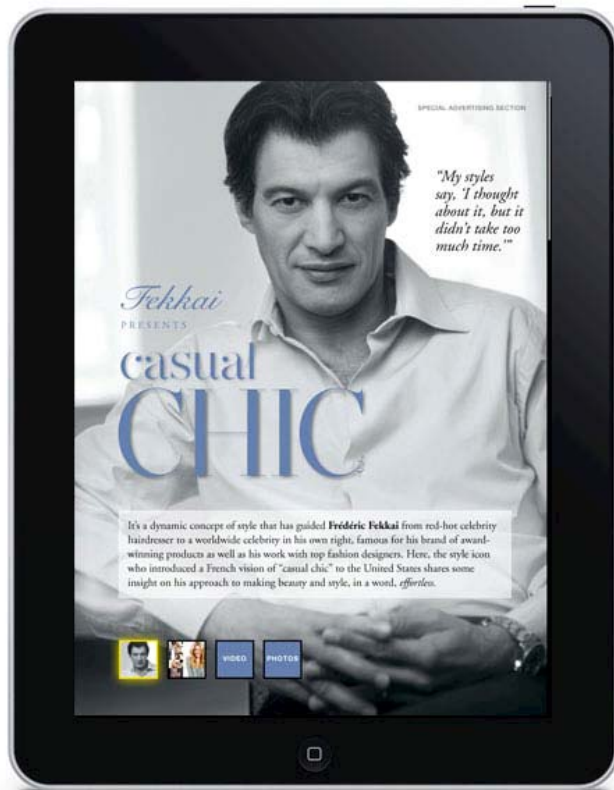
Premium Plus
Available: iPad

Make Your Mark (Portrait & Landscape)



Ad opportunity that allows readers to create their own ad experiences by manipulating up to 3 categories of elements, with a total of 50 possible elements. Includes 1 link.

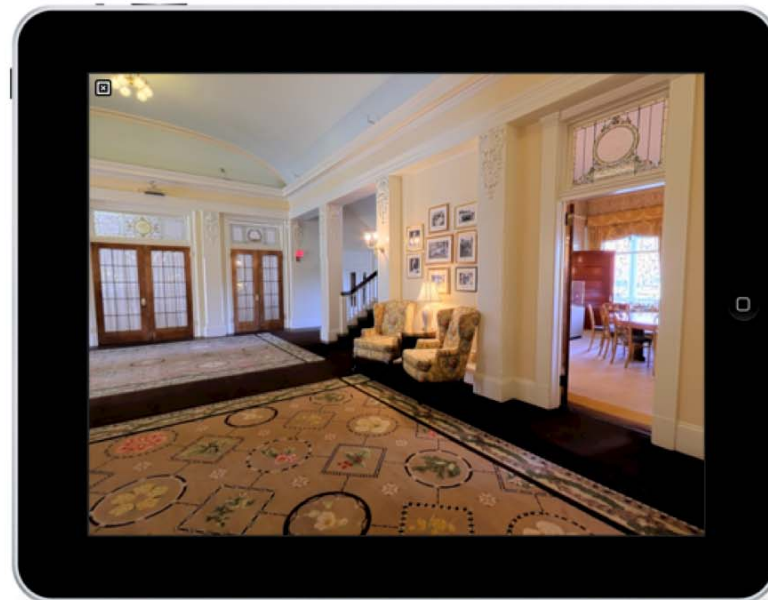
Premium Plus
Available: ALL
Media Gallery (Portrait & Landscape)



Ad opportunity with up to 10 elements: 1 video up to 30 seconds and the remaining elements can be a combination of images and text. Includes up to 5 links.

Premium Plus
Available: iPad

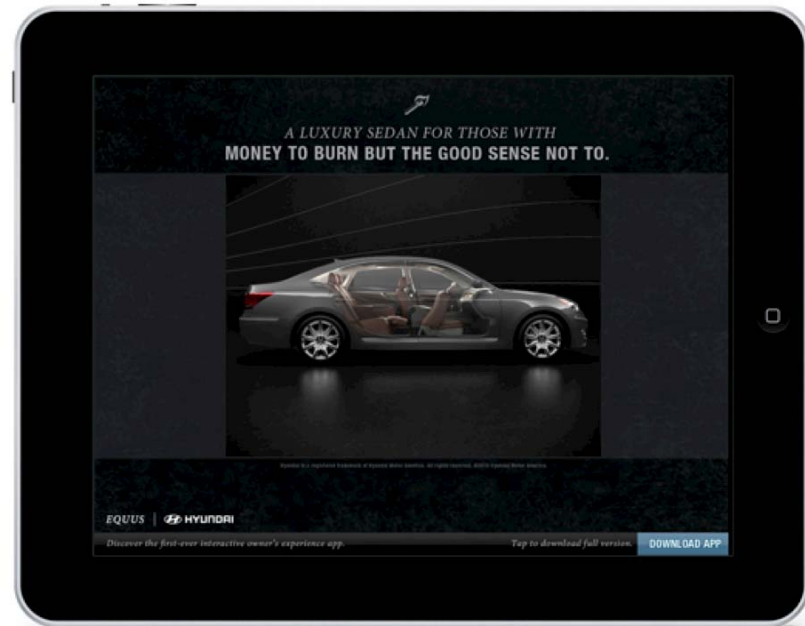
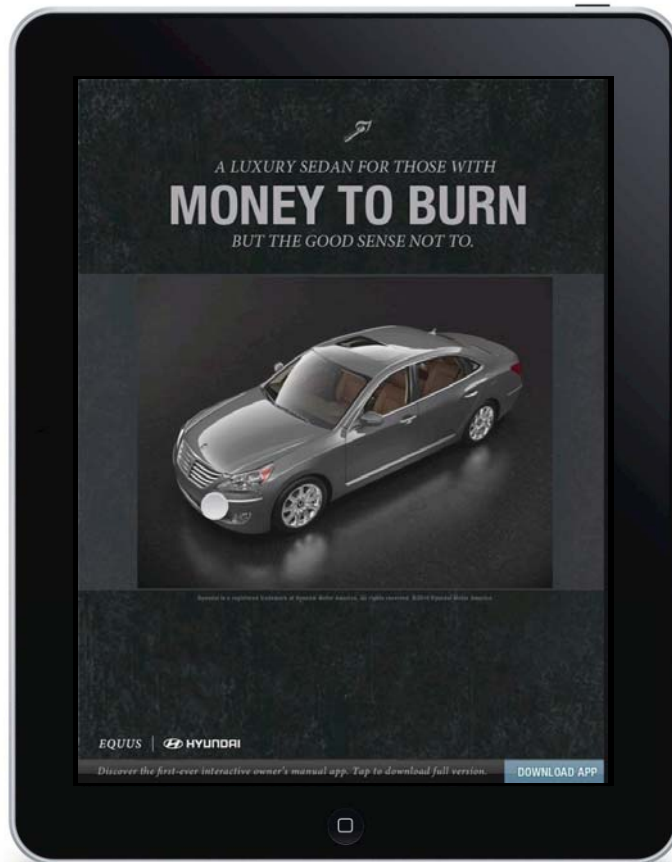
Panoramic View (Portrait & Landscape)



Ad opportunity with 360° view of photographic environment. Includes up to 3 links. Links not available inside photographic environment.

Premium Plus
Available: ALL

Photo 360° (Portrait & Landscape)

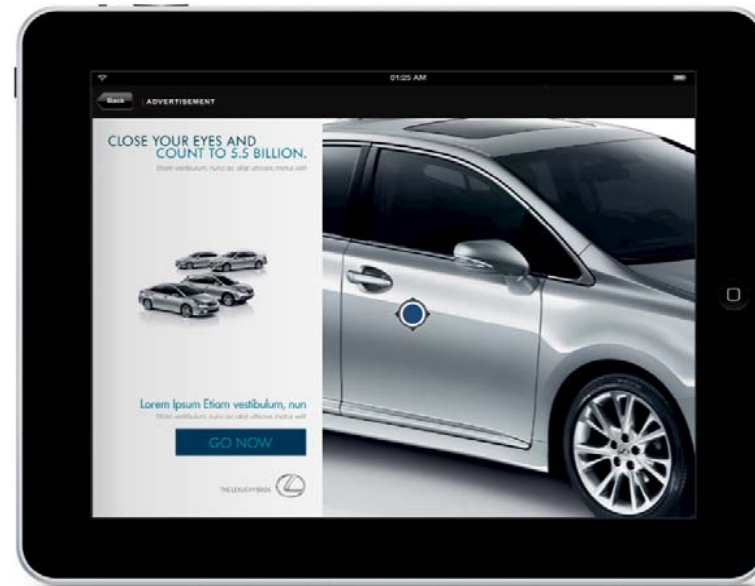


Ad opportunity with photo enhancement showing 360° view of product. Includes up to 3 links.

Premium Plus

Available: iPad, Fire, Nook

Photo Explorer (Portrait & Landscape)



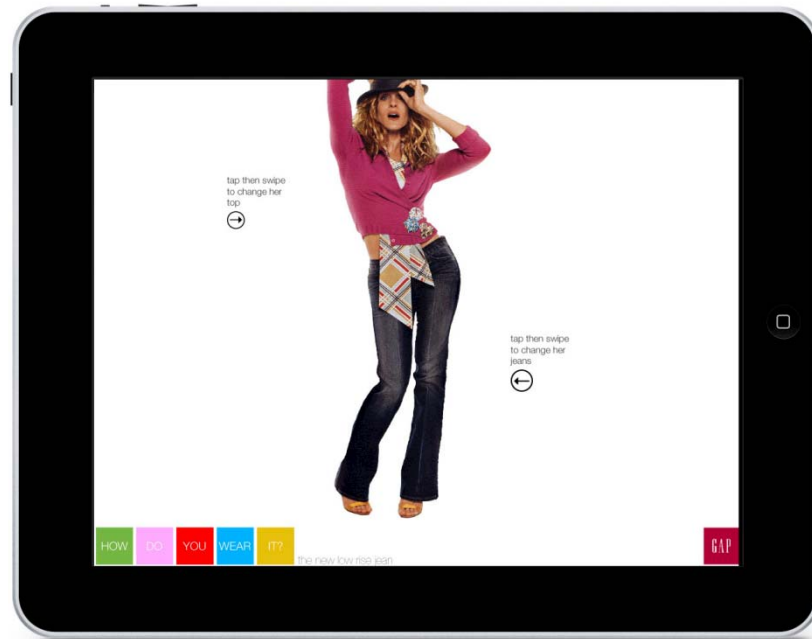
Ad opportunity with ability to navigate around a single creative and explore its fine details in a zoomed-in perspective. Includes up to 3 links.

Premium Plus
Available: iPad
Puzzle Play (Portrait & Landscape)



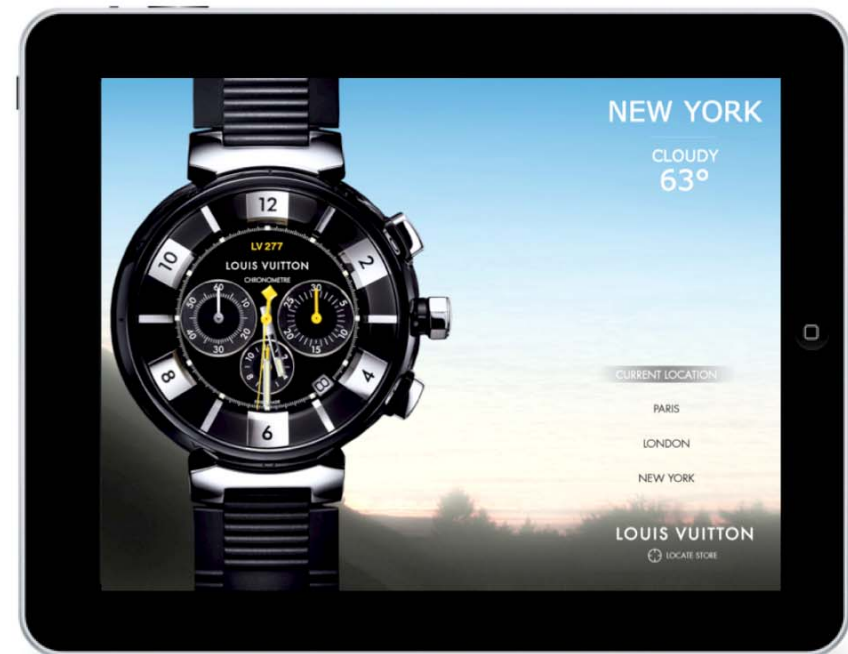
Ad opportunity that features an 8-piece puzzle which readers are invited to solve by manipulating pieces with their fingers, reveal of additional content through solving, share-ability, and 1 link.

Premium Plus
Available: ALL
Slide & Match (Portrait & Landscape)



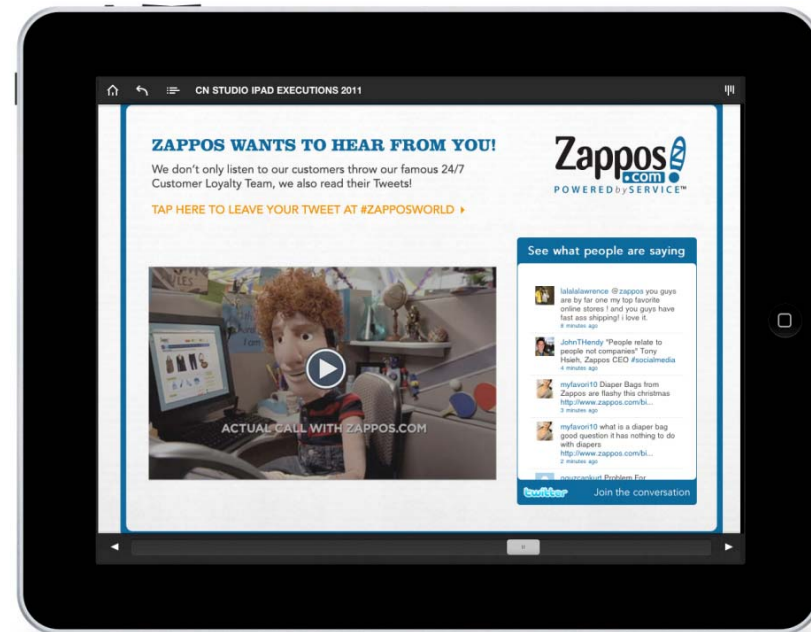
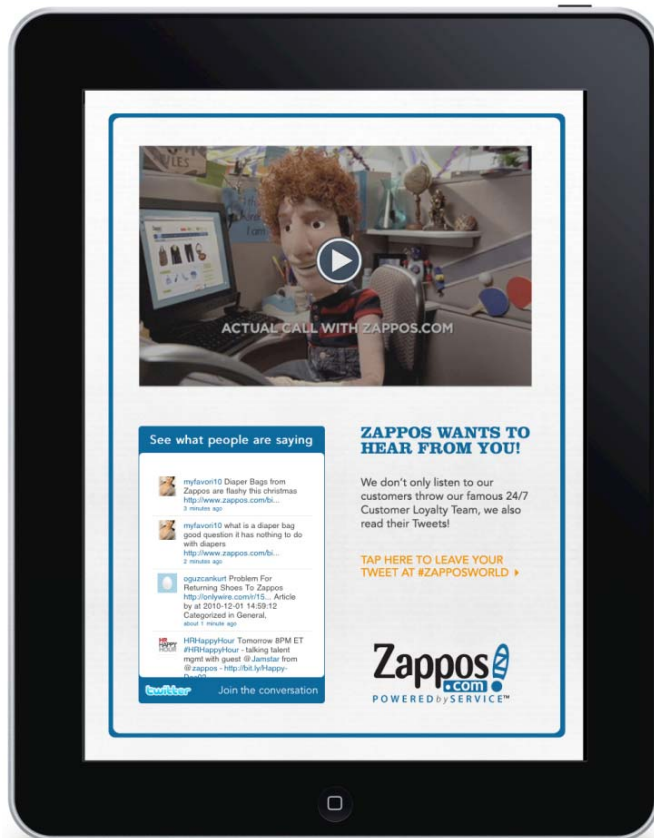
Ad opportunity with up to 3 independently sliding sections for mixing and matching images. Includes up to 2 links.

Premium Plus
Available: iPad
Smart Ad (Portrait & Landscape)



Ad opportunity that features content that can be populated in real-time by content found on the Web or native to the device. Content can be updated in real-time, and/or as frequently as needed. Includes 1 link.

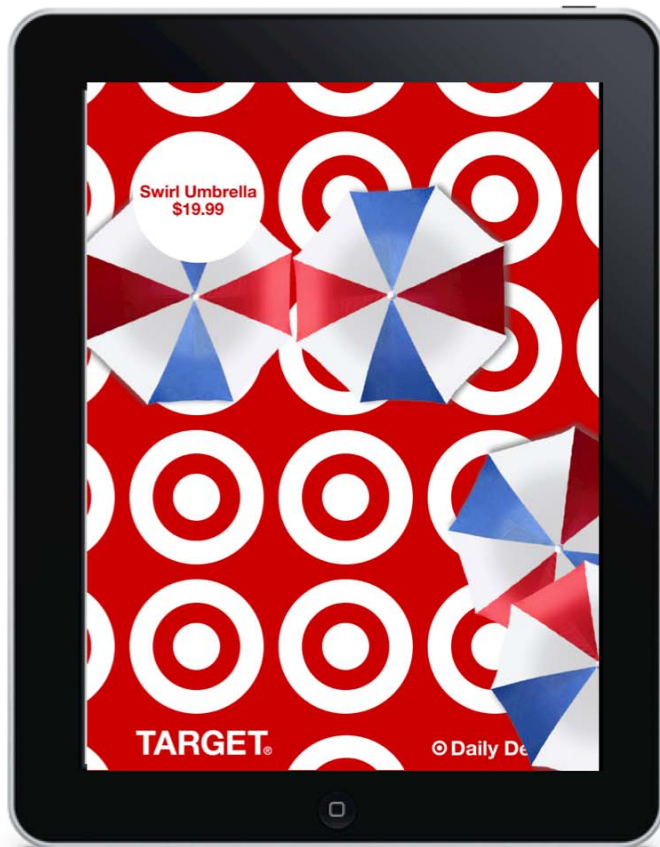
Premium Plus
Available: iPad, Fire, Nook
Social Feedback + Video (Portrait & Landscape)



Ad opportunity featuring one video up to 30 seconds and a live-populating feed of content from Facebook/Twitter. The reader must be connected to the Web when the ad is activated, if not, alternate creative can be served. Includes 3 links.

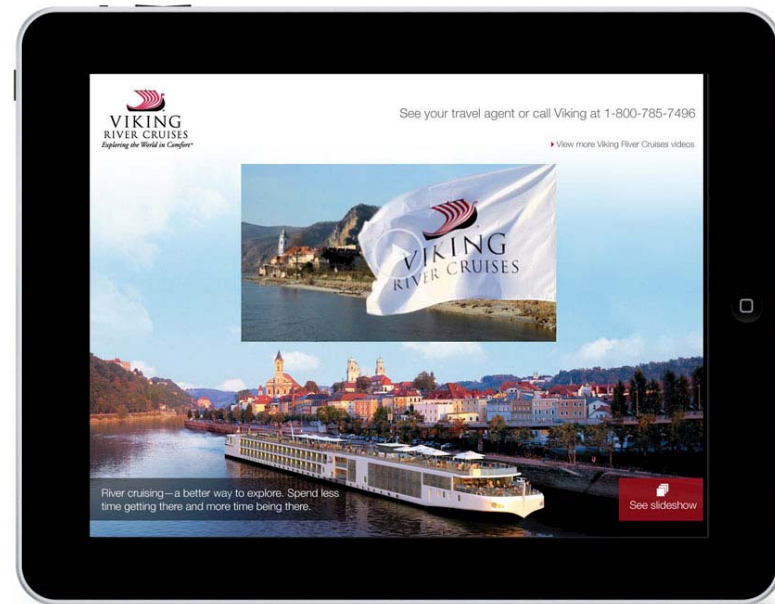
Premium Plus
Available: iPad

Tap & Reveal (Portrait & Landscape)



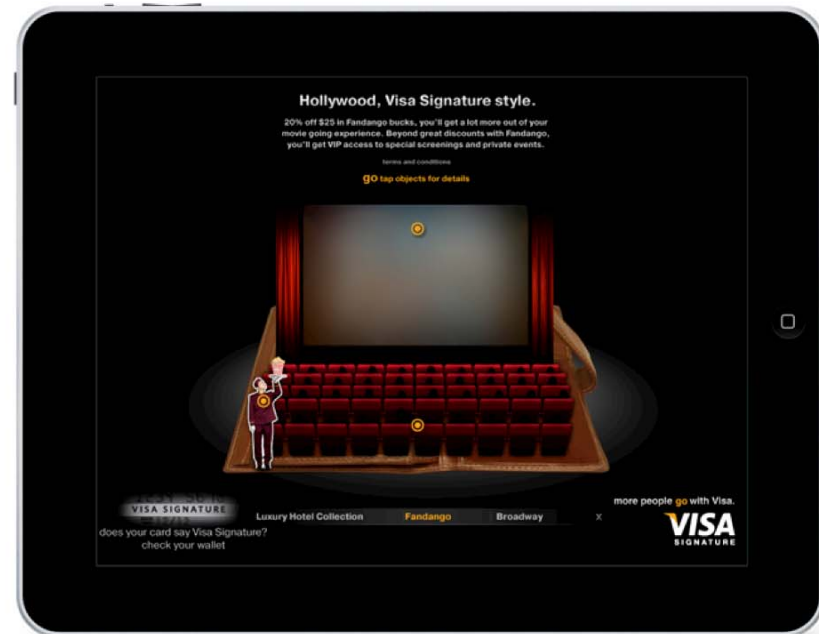
Ad opportunity that invites readers to interact via touch, in order to be delighted and surprised by random events triggered by the interaction. Includes up to 10 events, 1 link.

Premium Plus
Available: ALL
Video – :60 (Portrait & Landscape)



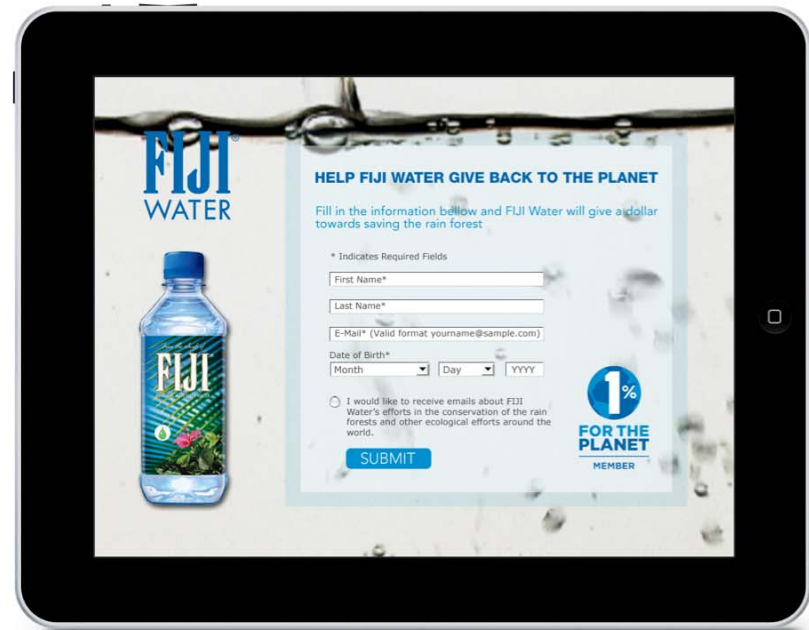
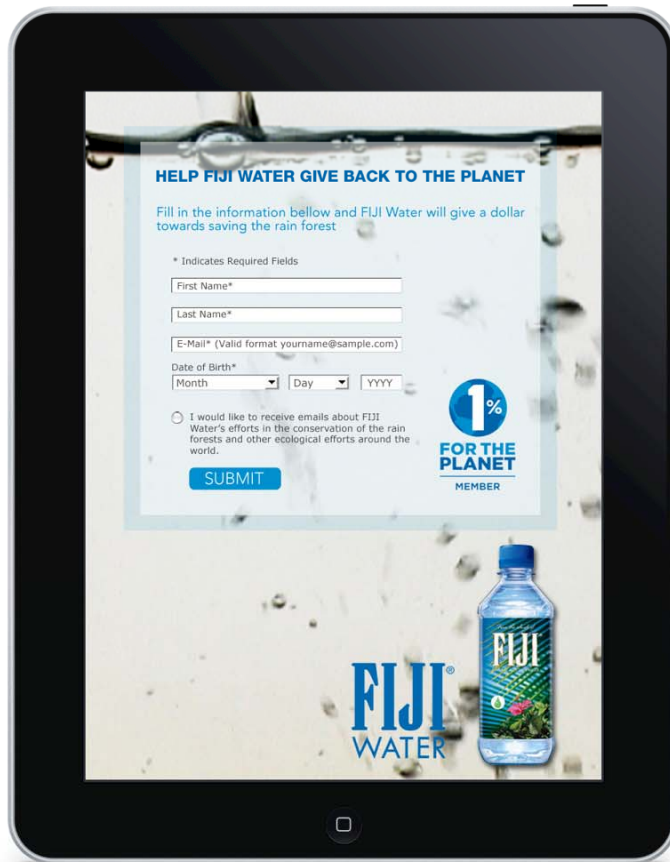
Ad opportunity with video that is :30–:60. Only one of these opportunities can appear in any single Digital Edition issue. Includes up to 2 links.

Premium Plus
Available: iPad
Virtual Tour (Portrait & Landscape)



Ad opportunity with full interactivity offering self-guided experience. Includes full 360° rotation of product with up to 5 informational hotspots. Includes up to 5 links (not available within videos or rotating objects).

Premium Plus
Available: iPad
Watch & Interact (Portrait & Landscape)

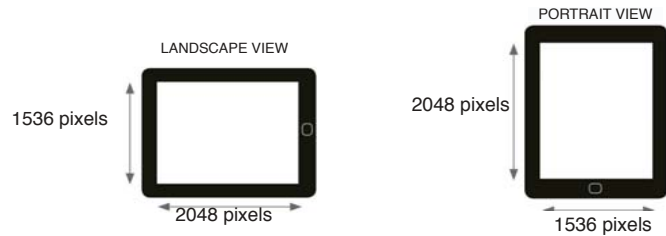


Ad opportunity featuring a 15–30 second auto-play animation that resolves into an entry form. Includes up to 3 links. (Note: auto-play functionality requires Editorial approval.)

MATERIAL SPECIFICATIONS

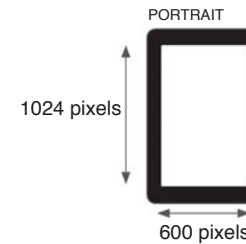
10" TABLET

Portrait: 1536 pixels x 2048 pixels
 Landscape: 2048 pixels x 1536 pixels
 PNG-24 file without transparency, 72 dpi
 Color Space: RGB



7" TABLET

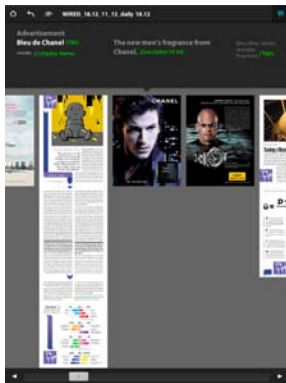
Portrait Only: 600 pixels x 1024 pixels
 PNG-24 file without transparency, 72 dpi
 Color Space: RGB



Metadata: Metadata is “thumbnail” information about your ad/company that appears in the navigation for each advertisement. Display can vary depending on device and OS. Metadata supplied for the 10” will be repurposed for the 7”.

Example in Browse Mode:

Example in Scrubber Mode



Metadata Example:

Four (4) Metadata components are required for each ad. These can be submitted via Transmit or the inclusion form.

- Title: The “Title” of the ad that will be listed both in the browse and the scrubber modes.
 - 60 characters max (including spaces)
 - Ex. “Bleu de Chanel”
- Company Name: Your full company name as you would like it listed in the browse and the scrubber modes.
 - 40 characters max
 - Ex. “CHANEL”
- Description of the Ad: A brief explanation of your ad, could be a tag line.
 - 120 characters max
 - Ex. “The new men’s fragrance from Chanel.”
- Tags: Searchable key words or phrases that will retrieve your ad when searched (5 total).
 - 5 Tags total, 75 characters max; separated by commas

STATIC AD WITH LINK (Fee applies)

Provide the final URL destination on the inclusion form or when submitting via Transmit. Note: The web page will display within an in app browser unless otherwise specified.

For optimal user experience, Links:

- SHOULD lead to a specific website, item or interaction that is contextually relevant to the ad.
- SHOULD be formatted as buttons with specific call-to-action messaging (i.e. “Tap Here”, “Press Here To View”, etc...)
- Advertisers may include redirect tracking on URLs, however embedded pixel tracking is not allowed.
- The capabilities of the Apple iOS and Android OS based tablets allow for different URL destinations. The Apple iOS does not allow for any Adobe Flash content to be displayed, whereas Flash

Delivery Instructions:


Upload digital materials, PNG files, along with URL’s and metadata, by accessing: <http://transmit.condenast.com/>

For static and static with link advertising, please contact your print production contact.

For Rich Media Advertising Production, contact CN STUDIO:
 anuja_Shah@condenast.com / 212-790-4909

DIGITAL EDITION INSERTION ORDER FORM

CONDÉ NAST		Date <input type="text"/>
Digital Edition Insertion Order Form		
Advertiser	<input type="text"/>	
Agency	<input type="text"/>	
Contact Name / Phone / Email	<input type="text"/>	
Digital Edition Month (must coincide with print Insertion)	<input type="text"/>	
Condé Nast Representative	<input type="text"/>	
Commitment Level		
<small>Condé Nast includes its digital edition paid circulation in its brand rate bases. As a result, there is no additional charge for static ads to be included in the Digital Editions. Fees apply to Link, Premium and Premium Plus advertising opportunities.</small>		
<small>*Please note: To ensure positive user experience, inactive URLs are not allowed in static ads and must be removed from creative.*</small>		
<input type="checkbox"/> Opt In <input type="checkbox"/> Opt Out		
Devices: 10" Tablet, 7" Tablet		
Standard	Premium	Premium Plus
<input type="checkbox"/> Static <input type="checkbox"/> Static w/ Link	<input type="checkbox"/> Audio Only <input type="checkbox"/> Data Capture <input type="checkbox"/> Hotspots / Multiple Links <input type="checkbox"/> Save the Date <input type="checkbox"/> Scrolling Ad <input type="checkbox"/> Single Subtle Animation <input type="checkbox"/> Slide Show <input type="checkbox"/> Swipe & Reveal <input type="checkbox"/> :30 Video	<input type="checkbox"/> Branded World <input type="checkbox"/> Cruise Control <input type="checkbox"/> Customizable 360 <input type="checkbox"/> Customized Product Experience <input type="checkbox"/> Drag & Drop Customizer <input type="checkbox"/> Dynamic Perspective <input type="checkbox"/> Light Table <input type="checkbox"/> Make Your Mark <input type="checkbox"/> Media Gallery <input type="checkbox"/> Panoramic View <input type="checkbox"/> Photo 360
		<input type="checkbox"/> Photo Explorer <input type="checkbox"/> Puzzle Play <input type="checkbox"/> Slide & Match <input type="checkbox"/> Smart Ad <input type="checkbox"/> Social Feedback + Video <input type="checkbox"/> Tap & Reveal <input type="checkbox"/> Virtual Tour <input type="checkbox"/> Watch & Interact <input type="checkbox"/> :60 Video (In-line & full-screen) <input type="checkbox"/> Custom Advertising [Ad Unit Title: _____]
<small>*Please note: Not all Premium and Premium Plus enhancements are available on all devices. Please confirm with your sales representative.</small>		
Net Sponsor Fee (if applicable)	<input type="text"/>	
Net Production Fee (if applicable)	<input type="text"/>	
Creative Fee (if applicable)	<input type="text"/>	
URL Link Destinations (for ads with an activated link only)		
Apple iOS Devices	<input type="text"/>	
Android OS Devices	<input type="text"/>	
<small>Please note: <ul style="list-style-type: none"> • Advertisers may include redirect tracking on URLs, however embedded pixel tracking is not allowed. • The capabilities of the Apple iOS and Android OS based tablets allow for different URL destinations. The Apple iOS does not allow for any Adobe Flash content to be displayed, where as Flash content and functionality may vary on the Android OS. </small>		
TRANSMIT, our web based ad portal system, has now been updated to receive your digital edition materials in addition to your print materials. Your creatives, along with URL's and metadata, can be sent directly by accessing our website by clicking: http://transmit.condenast.com		
Metadata		
<small>(Metadata is "thumbnail" information about your ad/company that appears in the navigation for each advertisement. Display can vary depending on device and OS. Metadata supplied for the 10" will be repurposed for the 7".)</small>		
<small>*Metadata cannot contain URL's*</small>		
<small>*Please enter the Company Name, Title and Description of ad in title case or sentence case. NO ALL CAPS.*</small>		
Company Name	<input type="text"/>	
Title of Ad	<input type="text"/>	
Description of Ad for Reader	<input type="text"/>	
Tags		
<small>This information can be displayed in both Browse Mode and within the Scrubber. It can be used at a later point to help readers search for relevant topics and advertisements. *Please enter up to 5 tags. Tags must be entered as all lowercase and separated by a comma and space. For example: auto, technology, fashion, product category, company.*</small>		
1.)	<input type="text"/>	
2.)	<input type="text"/>	
3.)	<input type="text"/>	
4.)	<input type="text"/>	
5.)	<input type="text"/>	
<small>8 (75 characters, including spaces and separators)</small>		
<small>Please note: Due to the use of vertical stacking, positioning within the Digital Edition may vary from that of the printed publication. Additionally, positioning and competitive separation stipulated for the print edition is not applicable within the Digital Edition. All digitally enabled advertisements in Condé Nast's Digital Editions will be kept live for six months, including the issue month of each Digital Edition.</small>		
<small>By signing this agreement, you acknowledge that you understand and agree that all advertising is subject to the terms and conditions of Condé Nast's Rate Card. These terms and conditions are available on our website: www.condenastmediakit.com</small>		
Agency / Client Signature	<input type="text"/>	
Agency / Client Name & Title	<input type="text"/>	
Date	<input type="text"/>	
<small>*** If you are returning this Insertion Order via email, your typed name and email will serve as a signature. ***</small>		
<small>Revised 04/3/2012 1A</small>		



For more information,
please contact your
Condé Nast brand
salesperson, Condé
Nast Corporate Sales
Director or visit
condenast.com.