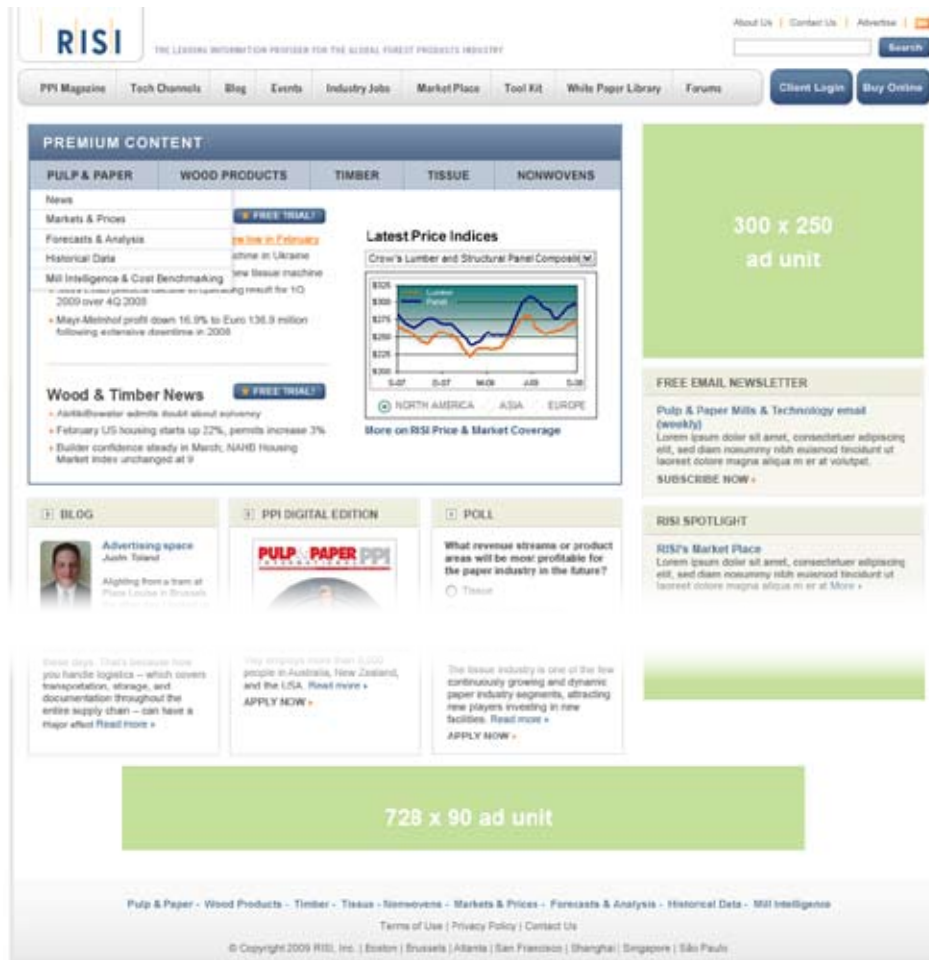


RISI Online Mechanical Specs

RISI accepts the following ad sizes and file formats (sizes listed in pixels at 72 dpi)

WEBSITE

Please use the instructions below when creating an online banner ad for www.risi.com



Right Rail Banners

300x250 pixels

Format & max file size:

Gif or Jpg – 25K

Flash* – 40K

Footer Banners

728x90 pixels

Format & max file size:

Gif or Jpg – 25K

Flash* – 40K

*Flash Ad Requirements

clickTag

If you are submitting a Flash animation, please be sure to follow these instructions. Adding clickTag code to your Flash document allows us to track all clicks on your ad.

For more clickTag info, please visit

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Exact Code to insert as invisible button on entire ad:

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:") {  
        getURL(clickTAG,clickTARGET);  
    }  
}
```

For more information please email online@risi.com

Exporting swf files

Please export your .swf files as version Flash 8 or below – ads using Flash 9 or above will not be viewable by visitors who have older versions of the software running.

Along with the original flash and swf files please include a backup image (animated .gif or .jpg). Backup images will appear when a reader's browser is not equipped with the Flash plug-in.

For more information visit Adobe's Flash 8 Best Practices:

http://www.adobe.com/devnet/flash/articles/flash8_bestpractices_10.html

PPI MAGAZINE DIGITAL EDITION

Please use the instructions below when creating an online banner ad for the PPI magazine digital edition. These ad specs are the same as for the RISI website except for flash ads.

Blow-in ad: Banner ad featured on one of the top stories

The screenshot shows a page from the PPI Awards 2011 magazine. The main headline reads "PPI AWARDS 2011 – AND THE WINNERS ARE". A large green box is overlaid on the page, containing the text "300 x 250 ad unit". The page content includes several award categories and winners, such as "Green Energy and Biofuels Award" and "Environmental Strategy of the Year Award (EMSE)".

Blow-in Banners
 300x250 pixels
 Format & max file size:
 animated .gif, jpg, png – 25K

Belly-band ad: Banner ad featured on the PPI magazine cover

The screenshot shows the cover of the PPI International magazine for September 2011. The main headline is "Top 100: IP still sitting on top of the world". A green banner is overlaid at the bottom of the cover, containing the text "728x90 ad unit". Below the banner is a photograph of a person's feet standing on a globe, with the RISI logo in the bottom right corner.

Belly-band Banners
 728x90 pixels
 Format & max file size:
 animated .gif, jpg, png – 25K

For more information please email online@risi.com

RISI EMAIL NEWSLETTERS

Please use the instructions below when creating an online banner ad for RISI's free email newsletters.

RISI's Mills & Technology and Environmental Matters Newsletters

The screenshot displays two newsletters side-by-side. The top newsletter is 'ENVIRONMENTAL MATTERS' (Special Monthly Edition) and the bottom is 'MILLS & TECHNOLOGY WEEKLY NEWSLETTER'. The layout includes a header with the RISI logo, a date (December 13, 2011), and a 'Forward to a friend' button. The main content area is divided into sections: 'FEATURED CONTENT' with article teasers, a 'BLOG' section with a silhouette icon, and 'TOP TECHNICAL NEWS' with sub-sections for Automation & IT, Chemicals, Environment, Papermaking, Power & Energy, Pulp, and Transportation. A 'FEATURED SPONSOR' section contains three 300x250 ad units. A 'CONNECT WITH RISI' section lists social media links for LinkedIn, Twitter, and Facebook. A 'RISI SPOTLIGHTS' section features a 'Market Place or Job Posting Text Ad' for BTG, which includes a logo, product name, and a brief description.

Right Rail Banners

300x250 pixels

Format & max file size:

gif or jpg – 25K

(no animation)

Large Center Banners

468x60 pixels

Format & max file size:

gif or jpg – 25K

(no animation)

Market Place or Job Posting Text Ad

- 30 words about company, product or job opening
- Company URL and email address
- Company logo or image

For more information please email online@risi.com

RISI MARKETING SERVICES PACKAGE

Please use the instructions below when submitting materials for a marketing services package page.

RISI's Marketing Services Package Landing Page

The screenshot shows the RISI website's marketing services package landing page. At the top, the RISI logo is followed by the tagline "THE LEADING INFORMATION PROVIDER FOR THE GLOBAL FOREST PRODUCTS INDUSTRY". Navigation links include "Press Room", "About", and "Contact". A secondary navigation bar contains "PPI Magazine", "Tech Channels", "Blog", "Events", "Industry Jobs", "Market Place", "Tool Kit", "White Paper Library", and "Forums". A "Client Login" button is located on the right.

The main content area is enclosed in a blue border and contains the following elements:

- 593x112 header**: A green rectangular area at the top of the main content.
- Navigation**: Links for "Home", "About US", and "BT-55 series" below the header.
- Video Placeholder**: A large green rectangle with the text "550 x 413 Video" and "Click on arrow to play video" above it.
- Executive Summary**: A section titled "Executive Summary" with the instruction "500 words or less".
- Contact Form**: A form with the following fields:
 - Name ***: Two input boxes labeled "First" and "Last".
 - Email Address ***: A single input box.
 - Phone Number ***: A single input box.
 - Job Title ***: A single input box.
 - Company Name ***: A single input box.
 - Country ***: A single input box.
- Submit**: A button at the bottom of the form.

Header

593x112 pixels

File format: gif or jpg

Video*

550x413 pixels

File format: flv or avi

*This is only relevant for customers who choose to provide their own video.

Please review the Marketing Service Package checklist for more information.

For more information please email online@risi.com

TIPS ON CREATING WEB ADS

Please use these helpful hints when creating online banner and text ads.

The Message:

- **Tell them what they want to hear** - Focus your message on the benefits your product/service provides to the audience.
 - For example: saves you money, saves you time, cuts down on waste, etc.
- **Space is limited** - Avoid jargon or brand names that most people aren't familiar with. These items can be introduced on the landing page where you have more space to explain them.
- **Time is short** - You have about 2-3 seconds to get someone's attention and entice them to click on your ad. Try to keep your message to 7-10 words.

Ad Creative:

- Be careful not to put all of the emphasis in your ad on the brand, unless the goal of your campaign is brand recognition.
- If your banner ad focuses on branding, expect the results to reflect that. Clicks will be lower on ads that are focused on brand recognition.
- Use large type for easy readability.
- Use images strategically. Images can help make your ad stand out. They can also distract from your message and drive up the file size of your final ad.
 - RISI's audience responds best to clean images and messages that are straight-forward.

Animation:

- Use animation to your advantage, animate to help draw attention to your ad, not just to add extra space for copy.
- Animated gifs can typically be used if the background image in your ad stays the same and only your copy changes.
- If the background image of your ad changes or if additional images appear during the course of your animation, it will be necessary to create your ad in Flash.
 - If you create your ad in Flash. Please follow the instructions above for incorporating a ClickTag.