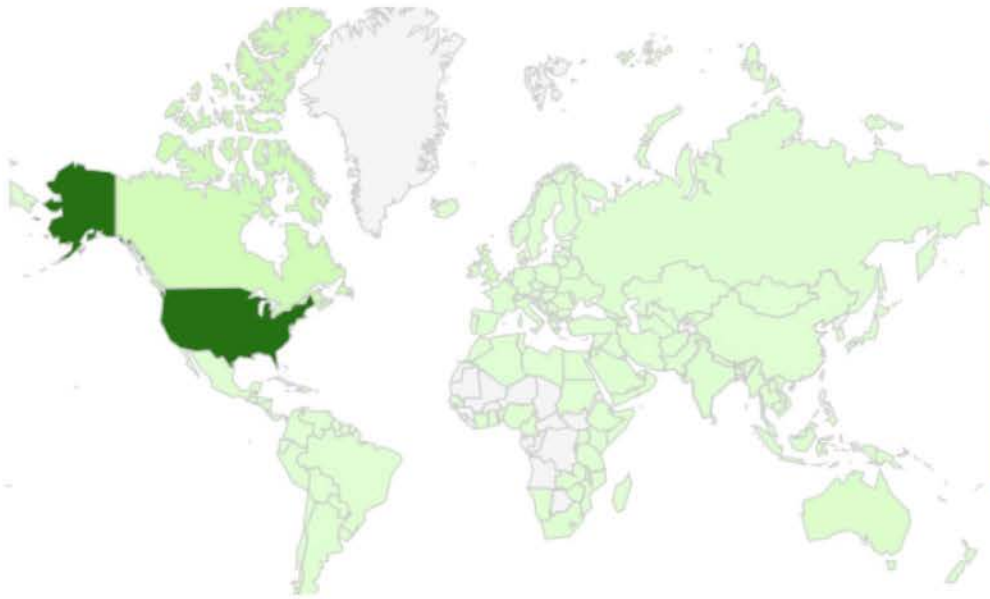Sundance
Communications

Communications
Online Advertising
IN YOUR HANDS
Your Content, Your Viewers, Your Way

MEDIA KIT

OUR GIANT FOOTPRINT

Our Viewers are searching for help to buy communications equipment

We are the nation's #1 consumer market and tech board in the telecom industry.

Dark Green - denotes the highest usage.
Light Green - denotes other usage around the world.

Sundance
Communications

POWERFUL PARTNERSHIPS

Reach Over 250,000 Telecom, IT and End Users Every Month.

Sundance Networks combined with Yahoo, Google, Bing, Amazon and Ebay reach over 250,000 Telecom, IT and End Users Each Month!

Sundance
Communications

PRECISE TARGETING

Increase ROI, Behaviorial, Demographic and Geographical Targeting

Partnered with Google

We Can Locate Your Most Valued Customers and Increase Your ROI.

Behavioral Target

Demographic Targeting

Geographic Targeting

Time-of-Day Targeting

Technographical Targeting

Frequency Cap Targeting

Google learns more about, tracking movements and categorizing thier interests and behavior. We aggregate what we learn and deliever audiences you want to reach. Delievering the RIGHT AD PERSON at the RIGHT TIME

Sundance
Communications

Online Advertising Mechanical Specifications

General Advertising Guidelines

Creative files **must** be under 40k to be served.

Prior to submission creative should be tested for stability across all browser platforms.

All creative is subject to approval by the publisher.

All creative is due **five business days prior to campaign start** to guarantee that the campaign will run as scheduled; otherwise the schedule will be pushed back accordingly.

Home Page Banner Ads

Banner size is 728x90 pixels.
Accepted file formats: Macromedia Flash, GIF, JPEG or PNG.

Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first.

Manufacturer Section Sponsorship Ads

Accepted file formats: Macromedia Flash, GIF, JPEG or PNG.

Banner size is 728x90 pixels.

Button Ads

Accepted file formats: Macromedia Flash, GIF, JPEG or PNG.

Large Button size is 350x250 pixels.
Small Button size is 350x80 pixels.

Rich Media Guidelines

Default creative (in GIF/JPEG format) **must** be submitted with all rich media files.
Do not use HTML, BODY, and HEAD tags within the code.

Images should be hosted locally whenever possible. Nested tables are not recommended.

Spotlight Ad Guidelines

Banner size is 728x90 pixels.
Accepted file formats: Macromedia Flash, GIF, JPEG or PNG.

Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first.

Flash Submission Guidelines

Creative must be created in Flash version 6 or higher. Flash creative should be submitted in the .swf format .

NOTE: All Flash creative must be submitted with a backup GIF/JPEG creative.

Video Banner Submission Guidelines:

Panel Aspect Ratio: 4:3 aspect ratio or 16:9 ratio.

Encoded Bit Rate: Recommended minimum of 200 Kbps.

Commercial Length: Pre & Mid Roll = up to 30 seconds; Post Roll = No Minimum or Maximum.

Controls: Host-initiated Play & Audio; Start/Stop & Volume On/Off Controls Required; Fast Forward disabled through ad play.

Upload Procedures

Files can be uploaded to our public FTP site at:
ftp.sundance-communications.com/anon_ftp/advertising

Username: advertiser
Password: !Cli3nt!

Statistics for:	sundance-communications.com		
Last Update:	31 Dec 2015 - 03:47		
Reported period:	Month Nov 2015		

Summary

| Reported period	Month Nov 2015				
First visit	01 Nov 2015 - 00:00				
Last visit	30 Nov 2015 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	27,690	57,004 (2.05 visits/visitor)	4,724,147 (82.87 Pages/Visit)	5,978,960 (104.88 Hits/Visit)	57.14 GB (1051.14 KB/Visit)
Not viewed traffic *			926,353	1,241,209	86.93 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history
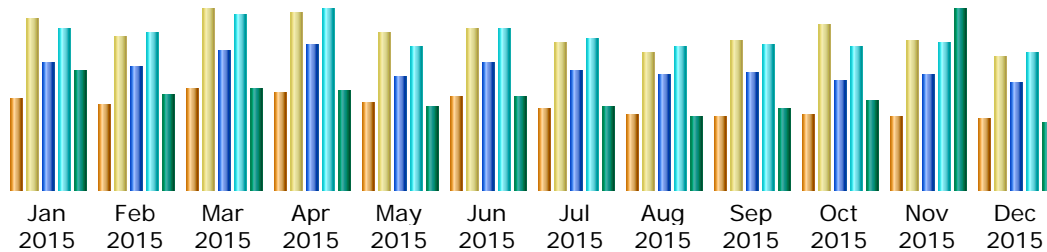
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	34,791	65,373	5,163,299	6,581,829	37.75 GB
Feb 2015	32,630	58,759	4,974,229	6,386,303	30.11 GB
Mar 2015	38,460	68,762	5,682,446	7,137,659	31.97 GB
Apr 2015	37,297	67,445	5,901,267	7,333,065	31.12 GB
May 2015	32,970	59,918	4,621,032	5,864,664	26.11 GB
Jun 2015	35,164	61,729	5,145,259	6,526,247	29.84 GB
Jul 2015	31,222	55,909	4,816,373	6,117,199	26.04 GB
Aug 2015	28,715	52,154	4,653,411	5,864,832	23.16 GB
Sep 2015	27,537	56,828	4,752,679	5,945,378	25.98 GB
Oct 2015	28,354	63,042	4,476,672	5,799,774	28.15 GB
Nov 2015	27,690	57,004	4,724,147	5,978,960	57.14 GB
Dec 2015	27,038	50,574	4,345,901	5,552,085	21.23 GB
Total	381,868	717,497	59,256,715	75,087,995	368.60 GB

Days of month
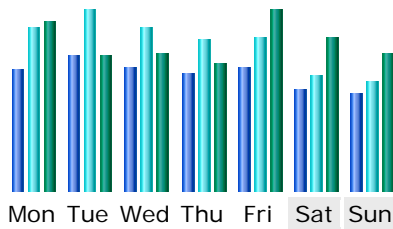
Day	Pages	Hits	Bandwidth
Mon	164,958	221,649	2.17 GB
Tue	183,656	244,296	1.73 GB
Wed	166,084	220,455	1.76 GB
Thu	157,666	204,058	1.62 GB
Fri	165,881	207,638	2.31 GB
Sat	137,571	155,368	1.95 GB
Sun	131,183	148,689	1.76 GB

Hours
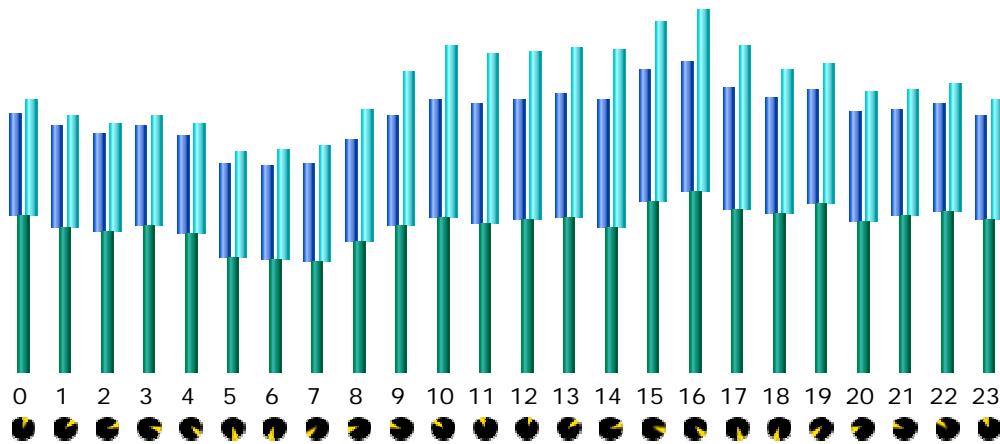
Hours	Pages	Hits	Bandwidth	Hours	Pages	Hits	Bandwidth
00	183,177	206,443	2.51 GB	12	215,945	300,939	2.46 GB
01	181,262	199,305	2.33 GB	13	221,320	305,664	2.47 GB
02	174,826	191,815	2.26 GB	14	227,480	318,449	2.32 GB
03	177,410	194,386	2.35 GB	15	234,722	323,584	2.73 GB
04	174,531	194,966	2.24 GB	16	232,252	323,933	2.88 GB
05	166,502	188,529	1.83 GB	17	218,355	294,936	2.60 GB
06	168,572	196,081	1.82 GB	18	206,320	259,095	2.54 GB
07	173,973	207,629	1.79 GB	19	202,423	250,785	2.72 GB
08	181,696	236,322	2.10 GB	20	194,596	232,644	2.42 GB
09	196,334	274,126	2.36 GB	21	190,042	225,363	2.51 GB
10	211,301	308,749	2.49 GB	22	191,148	227,085	2.58 GB
11	213,680	304,035	2.38 GB	23	186,280	214,097	2.45 GB

Visitors domains/countries (Top 10)   -   Full list

Domains/Countries		Pages	Hits	Bandwidth	
? Unknown	ip	4,724,147	5,978,960	57.14 GB	