

# Online Banner Screenshots

24/7 Real Media banners –

300 x 250 screenshot

usatoday.com



2

POWERED BY 24/7 TECH//MONEY

728 x 90 screenshot

economywatch.com



3

POWERED BY 24/7 TECH//MONEY

MSN banners –

MSN Money screenshot

The screenshot shows the MSN Money homepage. At the top, there are navigation links for Home, News, Now, Investing, Personal Finance, Real Estate, Careers, Autos, and Taxes. A search bar is prominently displayed. Below the navigation, there are several featured articles:

- Are prepaid cards right for kids?**: An article featuring a photo of a young girl holding a prepaid card. The text discusses Justin Bieber's promotion of a self-branded prepaid debit card and offers advice for parents.
- Notice of a 6+ billion dollar class action settlement**: A legal notice from the U.S. District Court regarding a settlement for payment card users.
- BUDGETING**: A section with sub-sections for Shopping and Family, offering tips like 'Cellphones: bigger budget bite?' and 'How to cut your food budget in half'.
- THE BASICS OF SAVING AND BUDGETING**: A section with sub-sections for '9 simple money rules to live by' and 'An easier way to save: The 60% Solution'.
- MONEY MARKET**: A table showing market data for different CD and IRA types.

MONEY MARKET	CD	IRA
type	today	last week trend
Money market \$2,500	0.136 %	0.136 %
Money market \$10,000	0.157 %	0.157 %
Money market \$25,000	0.175 %	0.175 %
Money market \$50,000	0.192 %	0.192 %

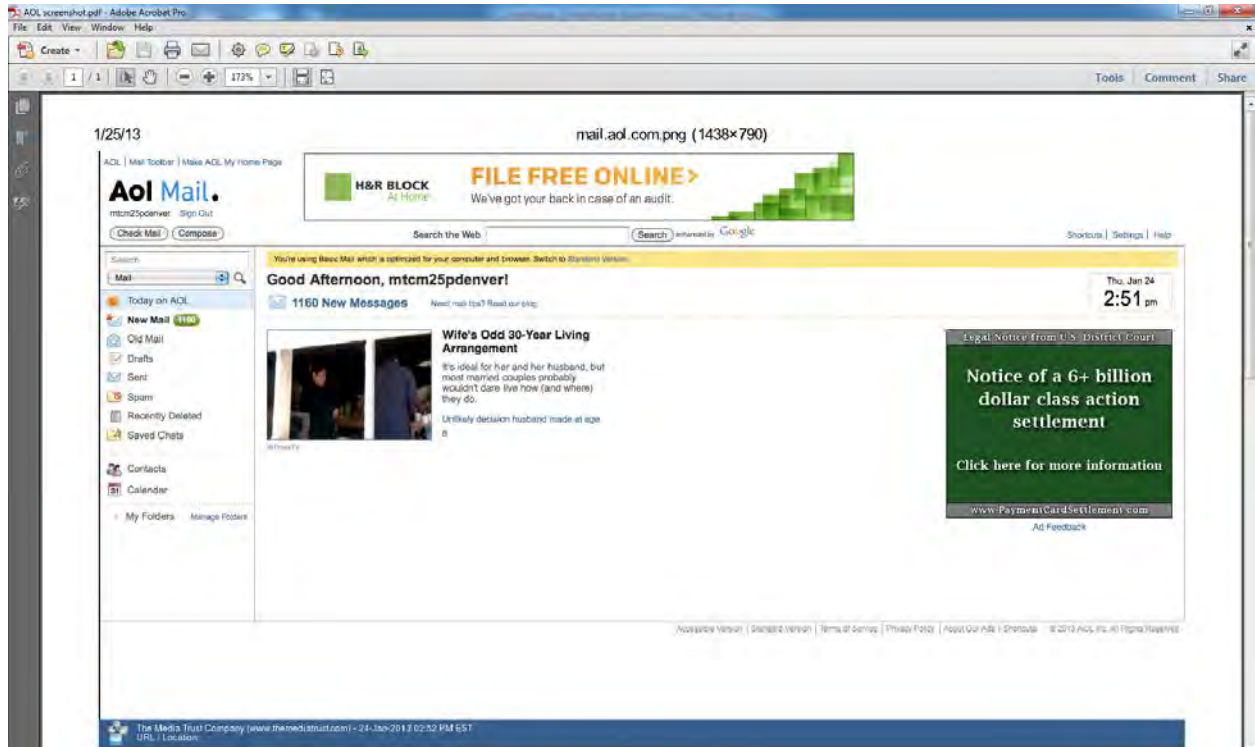
MSNBC screenshot

The screenshot shows the MSNBC website's 'NBC POLITICS' section. The top navigation bar includes links for Home, US, World, Politics, Business, Sports, Entertainment, Health, Tech & science, Travel, Local, and Weather. The main content area features several articles:

- Hillary's honeymoon with the GOP ends**: An article with a photo of Hillary Clinton, discussing her political stance and the administration's response to the Benghazi attacks.
- Jindal to warn fellow Republicans of 'obsession' with D.C. battles**: A headline about Governor Bobby Jindal's warning to other Republicans.
- Obama nominates prosecutor to head SEC: 'You don't mess with Mary Jo'**: An article about President Obama's nomination of Mary Jo White to chair the SEC.
- In Senate confirmation hearing, Kerry addresses Hagel, Syria**: A headline regarding a Senate confirmation hearing.
- Obama takes oath, tells nation 'our journey is not complete'**: A dispatch from NBC News about President Obama's second inauguration.
- Boehner: Obama admin. wants to "annihilate" the GOP**: An article about House Speaker John Boehner's criticism of the Obama administration.

Below the articles, there are sections for 'First in Read' (fast-breaking analysis), 'PRESS PASS' (exclusive week-long access), and 'Video' (thumbnails of news clips).

# AOL Email banner –





Yahoo banner -

Yahoo! Ad Network\_Sites:All\_GD\_FC:3PerDay\_Geo:United States\_AdSize:728x90\_DeIMode:N

The screenshot shows the Yahoo! Shopping homepage. At the top, there is a navigation bar with categories like Home, Clothing, Electronics, Computers, Home & Garden, Beauty, More, Shopping Insider, and Finance/Just For. Below this is a search bar with the text "Shop for:" and a "Find it" button. A prominent green banner with white text reads: "Notice of a 6+ billion dollar class action settlement. Click here for more information." Below the banner, there is a "Legal Notice from U.S. District Court" and the URL "www.PaymentCardSettlement.com". The main content area features a "BlackBerry Bold" advertisement with the slogan "Be Bold" and a "FEATURED DEALS" section for an iPhone. Below these are "Top Electronics Categories" including Cameras, Cell Phones, Televisions, MP3 Players, Camcorders, Home Video, Home Audio, and Video Games. A "SHOPPING INSIDER" section is also visible on the right.

Yahoo! Presentation, Confidential

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1/31/2013



WashingtonPost.com banner -

The screenshot shows the Washington Post homepage. At the top, there is a navigation bar with links for Sign In, Register, Jobs, Real Estate, Rentals, Cars, Print Subscription, Today's Paper, Discussions, Going Out Guide, Personal Post, and Videos. Below this is the "The Washington Post" logo and a menu of sections: Politics, Opinions, Local, Sports, National, World, Business, Tech, Lifestyle, Entertainment, Jobs, and More. The main headline is "NATIONAL" with a sub-headline "Clinton testifies on Benghazi attack". Below this is a search bar and a "Notice of a 6+ billion dollar class action settlement" banner, identical to the one on the Yahoo! page. The main content area features a headline "Pentagon to lift ban on women in combat" with a photo of two women in military uniforms. To the right of this article is an advertisement for "SecureFamily" with a "JOIN US" button.

Business Journals banners –

300 x 250 screenshot

Site: Denver Business Journal  
URL: bizjournals.com/Denver  
Placement Name: Upper Island  
Ad Size: 300x250



Screen Shot:



Advertisement:



Click Through URL:



728 x 90 screenshot

Site: Cincinnati Business Journal  
URL: bizjournals.com/Cincinnati  
Placement Name: Top Leaderboard  
Ad Size: 728x90



Screen Shot:



Advertisement:



Click Through URL:

