

## Digital Display Advertising

With bolder graphics and cleaner page designs, the new [forward.com](http://forward.com) offers advertisers an even more compelling online environment to powerfully deliver messages to an engaged, influential and affluent audience.

**NEW!** Larger, rich media leaderboards – up to 1090 x 100 – with optional “pushdown” expansion of top leaderboard.

**NEW!** 300 x 250 ads “in the story” for increased impact.

**NEW!** Responsive design allows you to tailor creative for optimal display, automatically, on each user’s screen.

## Responsive web advertising

Screen width	Top / Bottom Leaderboards	Half Page Ad	Medium Rectangle
Full size ≥ 1140 px	1090 x 100	300 x 600	300 x 250
960 – 1139 px	728 x 90	300 x 600	300 x 250
640 – 959 px	590 x 115	300 x 600	300 x 250
Mobile < 640 px	320 x 100	300 x 250	300 x 250
Run of site CPM*	Top..... \$12.50 Bottom... \$5.00	\$15.00	\$6.00

For optimal user experience, advertisers are encouraged (but not required) to provide creative for each responsive size of purchased units.

\* cost per thousand impressions; additional fee for targeted delivery

## E-newsletter sponsorships

Expanded top leaderboard (728 x 370 max., 728 x 90 min.) PLUS standard bottom leaderboard (728 x 90) exclusive to one advertiser.

Daily e-newsletter, mornings, 7 days a week ..... \$ 500

Targeted content e-newsletter, afternoons ..... \$ 750

Monday, **Forward Thinking** (opinion & commentary)

Tuesday, **The Sisterhood** (women’s issues & perspectives)

Wednesday, **Food & Drink**

Thursday, **Arts & Entertainment**

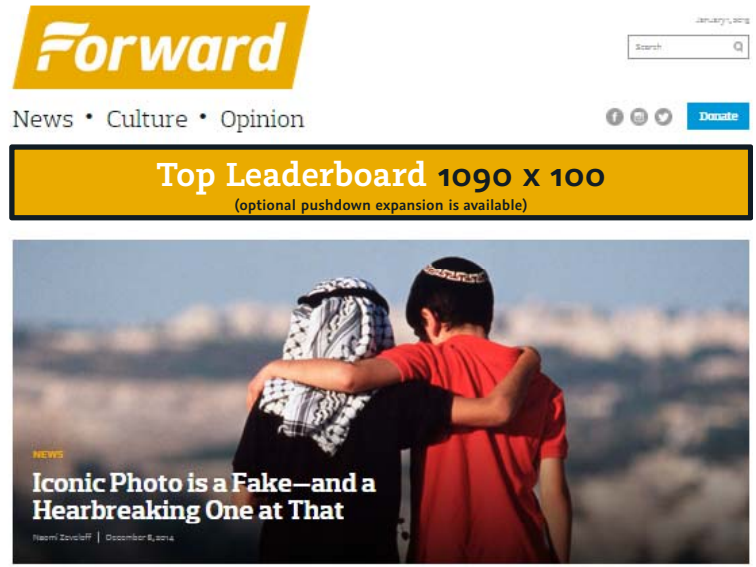
Occasional special topics, e.g., **Books, Health, Holidays**, etc.

## Submitting digital ads

Send files and links and/or code to [digi@forward.com](mailto:digi@forward.com).

We support BMP, GIF, JPG, PDF, PNG or SWF files, up to 1 MB each, or HTML/Javascript code. Auto-play features must start with audio fully muted, and any animation must cease after 15 seconds maximum.

Advertising terms & conditions apply, see page 4 of the rate card for full details.



**Iconic Photo is a Fake—and a Heartbreaking One at That**

### Featured Slideshow



Photo: David Malvin  
Join us for 'Witness: Questions Grown and Gender in the Literary World' from [www.gutenberg.org](http://www.gutenberg.org).

Read: [The Iconic Mideast Photo That Isn't a Fake](#)

The 1993 photo, taken three months after the signing of the Oslo Accords, is one of the most iconic pictures from the Israeli-Palestinian conflict. In it, a boy in a red shirt with a yarmulke and a boy in a black shirt and a keffiyeh walk with their arms slung over each other's shoulders. Though the background is blurry, they are clearly in the white and green environs of Jerusalem, meandering on a dirt path to

The picture was taken by **Ricki Rosen**, an American photojournalist who has been covering the Israeli-Palestinian conflict for 26 years. Rosen snapped the photo on assignment for *Maclean's*, the national news magazine of Canada, for a cover story about the Oslo Peace Accords. Rosen said that the magazine's art director was so specific in what he wanted that he even drew her a picture — one boy in a yarmulke, the other in a keffiyeh shot from the back walking down a long road, which was supposed to symbolize the road to peace. He didn't care whether the boys were actually Israelis or Palestinians, nor did it occur to him that the Palestinian's keffiyeh would be styled in a way more typical for elderly Palestinian men than for young boys.

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- Email
- Google+
- Twitter
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- More

**Half Page Ad**  
300 x 600

**Medium Rectangle**  
300 x 250

**Additional leaderboard at bottom of page**

Prototype web page is not to exact scale; it is intended to illustrate web ad positions and relative sizes; actual positioning and content modules will vary.

## Advertising Terms & Conditions

Advertising is accepted by the Forward, in its sole discretion, in accordance with the terms and conditions set forth in this rate card. Submission of a reservation, insertion order or materials to the Forward constitutes acceptance by the advertiser – and, if the order or advertisement is submitted by or through an advertising agency or other party, the agency or party – of the rates and all terms and conditions in effect at the time of the order. These terms and conditions are incorporated into all advertising contracts between the Forward and any advertiser or agency.

**Availability & Revisions** • A current copy of the Forward's advertising rates, terms and conditions is available upon request from the Forward, 125 Maiden Lane, 8th fl., New York, NY 10038-5015, or online at [jd.fo/advertise](http://jd.fo/advertise). The Forward reserves the right to issue new rate cards and to revise its rates and terms and conditions at any time; these will be effective no less than one week after their publication at [jd.fo/advertise](http://jd.fo/advertise).

### Important Note about Print Publication Dates

Please note the cover date s on printed copies represents, in the manner of magazines, the last date of retail sale for that issue, approximately a week after it is printed and distributed.

**Sizes & Placement** • The Forward's printed pages have a live area 8.75" wide by 11.40" deep, exclusive of required folio lines. All display ads, including classified display ads, must be 8.75" (3 column), 5.74" (2 column), 4.30" (1.5 column) or 2.82" (1 column) wide. Except for standard units specified on this rate card, minimum depth is 2.50". Digital advertising sizes are as specified on this rate card. The Forward may reject ads which do not meet its size and shape requirements, or may, in its discretion, charge additional fees for altering creative to fit or for publishing non-standard sizes and shapes, which fees shall be disclosed to the advertiser or agency prior to publication. Multiple ads may not be aggregated to meet minimums or fill standard units. Placement is at the Forward's sole discretion.

**Standards** • The Forward may decline to accept advertising that does not meet its standards of good taste, honesty and respectful discourse, including (but not limited to) advertising that is false, misleading, fraudulent, libelous, slanderous or obscene, or which may conflict with any legal or regulatory requirement such as (but not limited to) those applying to political advertising, fair employment and housing practices, unfair competition claims, rights of publicity and privacy, intellectual property rights, and sale of securities. The Forward reserves the right, in its sole discretion, to label any advertisement with the word "advertisement" or similar phrasing, and to adjust or change borders, type and settings for readability.

**Rates & Discounts** • The then-current rate card, or applicable advertising contract, shall govern in the event of any conflict between an insertion order and the Forward's advertising rates. The applicable rate level is determined by an advertiser's contracted or, in the Forward's sole discretion, projected activity during a one-year period (or other term specified by contract); discounts will not apply to Legal Notices. Late or short payments will disqualify corresponding orders from

inclusion in earned-rate calculations, and such orders may be re-billed at undiscounted open rates. The Forward reserves the right to adjust rates based on an advertiser's progress toward its contracted or projected activity during the course of a calendar year or contract period. If an advertiser does not meet its contracted or projected activity, the Forward will bill the advertiser or its agency for the difference between the rate earned and the rate actually paid, on the same payment terms previously established for that advertiser. Retroactive discounts earned due to activity in excess of that contracted or projected will be credited to future orders.

**Order Submission & Cancellation** • An insertion order must be prepared by the advertiser or its agency for each advertisement, and should include name and billing address of the advertiser (and agency, if applicable); requested run date(s)\*; size and price of advertisement; linking and, if applicable, targeting instructions for digital ads; a headline or title to clearly identify advertisement; a contact name and telephone number; and any other special requests or instructions.

Reservations, insertion orders and cancellations will not be deemed accepted until received in writing or equivalent electronic format and acknowledged by the Forward. Deadline for newspaper reservations and for copy to be set by the Forward is 3:30 p.m. Eastern time, on Friday, 14 days before the newspaper cover date. Deadline for digital reservations and materials is three business days prior to the first requested run date.

**Agency Commissions** • The Forward offers industry standard commissions only to recognized agencies which submit completed materials in acceptable electronic format and which accept billing on behalf of their clients. Certain rates and programs may be quoted on a non-commissionable, net basis.

**Copyright** • The advertiser and advertising agency, if any, jointly grant to the Forward the non-exclusive worldwide perpetual right and license to publish the advertisement in the Forward, including in print, online, and in any other formats or media now known or later devised, whether or not such advertisement may be individually accessed, perceived or retrieved from such formats or media. In addition, the advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the Forward.

The advertiser and agency acknowledge the Forward owns the copyright in and to the selection, coordination and arrangement of content of the newspaper, website and other products, including advertisements, and are obligated to cooperate and/or participate in any enforcement by the Forward of its copyrights to the extent the Forward deems necessary. The Forward shall carry appropriate copyright notice in its name.

**Indemnification** • The advertiser and advertising agency, if any, warrant that any advertisement placed with the Forward is accurate and legal, and agree, jointly and severally, to indemnify and hold the Forward harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages arising in any way from copying, printing or publication of any

advertisement placed by the advertiser or agency.

**Limitation of Liability** • The Forward will not be bound by any special clauses relating to legal liability, circulation guarantees or any other condition in contracts or insertion orders that conflict with its policies including, without limitation, these terms and conditions, unless a responsible officer of the Forward has specifically agreed in writing. The Forward accepts no liability for its failure, for any cause, to insert an advertisement or for reductions in distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond its control. The Forward's liability for any error in an advertisement caused by it is limited to the amount paid for the first insertion of the advertisement.

**Claims for Errors** • Claims for errors made or caused by the Forward must be made in writing within 30 days from the date of invoice. The Forward in its sole discretion will make the final determination on the amount, if any, of a credit allowance, but in no event will such allowance exceed the amount actually paid for the first insertion of the advertisement.

### Digital Ad Submission • Send files/code by email to your Forward sales representative

or, alternatively, to [digi@forward.com](mailto:digi@forward.com). We accept BMP, GIF, JPG, PDF, PNG or SWF files, up to 1 MB each, or HTML/Javascript code. Submit destination links and any targeting instructions with creative.

Ads for e-newsletters and dedicated e-blasts must be static to minimize blocking and maximize delivery and display. Web ads may include animation, which must cease after 15 seconds maximum, or auto-play features, which must launch with fully muted audio.

### Newspaper Materials Submission • Send ad files by email to [ads@forward.com](mailto:ads@forward.com).

We recommend electronic submission of ad materials as PDF files, with all fonts and images embedded, and require that format for color ads. Alternatively, generic image formats (i.e., JPEG, TIFF, EPS) may be accepted.

Image files for print should be 300 DPI for color, 300 DPI for grayscale halftones and 1,200 DPI for bitmap line art. Avoid grayscale or color raster formats (JPEG, TIFF, PSD, etc.) with small type, which may not reproduce clearly. Convert all spot colors to CMYK process colors.

Include the title or headline of the ad (consistent with the insertion order) in the subject line and contact information – name(s) and phone number(s) to call in case of difficulty receiving or opening files – in the body.

If your file is too large to email, you may (i) contact [production@forward.com](mailto:production@forward.com) for FTP instructions; (ii) use a third-party file transfer service, e.g., [yousendit.com](http://yousendit.com); or (iii) send a CD-R, with contact information and a printed reference copy, to: Forward Advertising Production; 125 Maiden Lane, 8th floor; New York, NY 10038-5015.

Deadline for materials is noon Eastern time on the Tuesday before each issue is printed and distributed, which is 10 days before the cover date printed on the newspaper.\* Drawings, art and articles for reproduction are accepted at advertiser's risk and should contain identifying information and instructions to facilitate return, if requested by advertiser.

\* Please see note about cover dates, above.