

Your gateway to the Hamptons is just a click away!

Recognized around the world! The Hamptons is more than just a place, it is a way of life, blending serene natural beauty with sophisticated society. What was once a fashionable summer resort has become a year-round destination, representing one of the most affluent and well-educated demographics in America, if not the world. Populated by many of the nation's most influential leaders in business, media, politics and the arts, both full-time and part-time residents call this island paradise home. They, along with year-round visitors from all corners of the world, are drawn to the Hamptons in order to relax and enjoy the best life has to offer in an environment that is rich in history, culture and pristine natural splendor.

Hamptons.com attracts more readers from around the globe than any other publication or media source in the Hamptons, be it online, print, radio or television. In these times, online advertising is increasingly important, more likely essential! Hamptons.com delivers access to the Hamptons high discretionary income market and offers its advertisers the most attractive rates to reach it.





2012 National Banner Advertising Rates

Advertising with Hamptons.com is the ideal way to drive geo-targeted traffic to your web site, store, product or service. We offer a variety of plan and placement options for banner, enhanced, listing, and multimedia ads throughout the site. Rates listed are per month unless noted. Special packages and discounts are available for multiple commitments. Ad design included for non-Flash ads. Flash and multimedia ads are available and are priced according to scope of work.

PREMIUM PENCIL EXPANDABLE OR PUSH-DOWN ADS:				
	1-Month	3-Months	6-Months	12-Months
Home	\$4,000	\$3,600	\$3,000	\$2,800
Main	\$3,600	\$3,400	\$2,800	\$2,400
Detail	\$3,200	\$2,800	\$2,400	\$2,000

VIDEO SERIES ADS:			
	1-Month	3-Months	6-Months
Commercial* & Banner	\$5,750	\$4,500	\$3,750
Banner Only	\$2,800	\$2,400	\$2,200

* Commercial length maximum of :15 seconds.

REAL ESTATE SPOTLIGHTS:		
	Monthly	6+ Months
Home Page	\$4,400	\$4,000
Real Estate Position 1	\$3,000	\$2,600
Real Estate Position 2	\$2,400	\$2,000
Real Estate Position 3	\$2,000	\$1,700

Spotlights are four-unit placements with the potential for video.

HAMPTONS WEEKLY BRIEF:			
	Weekly	Monthly	52 Weeks
Price Per Ad	\$500	\$1,750	\$400 per week

HWB ads are sold on a first come, first served basis and placed accordingly.

RUN OF SITE ADS: \$500 per month with additional contract

The Run-Of-Site Banner Ad is only available as an Add-On to a contract and will run simultaneously with another banner ad or video pre-roll commercial. Not available for individual sale.

BANNER ADS (price per unit):		
1-Month Rate	Position - 1A, 1B, 1C, 1D	Position - 2A, 2B, 2C, 2D
Home	\$3,400	\$3,100
Main	\$2,800	\$2,600
Detail	\$1,800	\$1,400

3-Month Rate	Position - 1A, 1B, 1C, 1D	Position - 2A, 2B, 2C, 2D
Home	\$3,000	\$2,800
Main	\$2,400	\$2,100
Detail	\$1,400	\$1,100

6-Month Rate	Position - 1A, 1B, 1C, 1D	Position - 2A, 2B, 2C, 2D
Home	\$2,600	\$2,400
Main	\$2,200	\$2,000
Detail	\$1,200	\$1,000

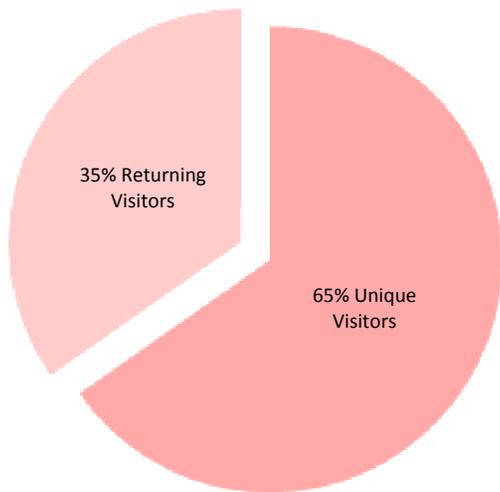
12-Month Rate	Position - 1A, 1B, 1C, 1D	Position - 2A, 2B, 2C, 2D
Home	\$2,400	\$2,100
Main	\$2,000	\$1,800
Detail	\$1,000	\$800

Banner positions have up to 4 different Banner Ads (units) in random rotation.
1 Unit = 25% share of voice.

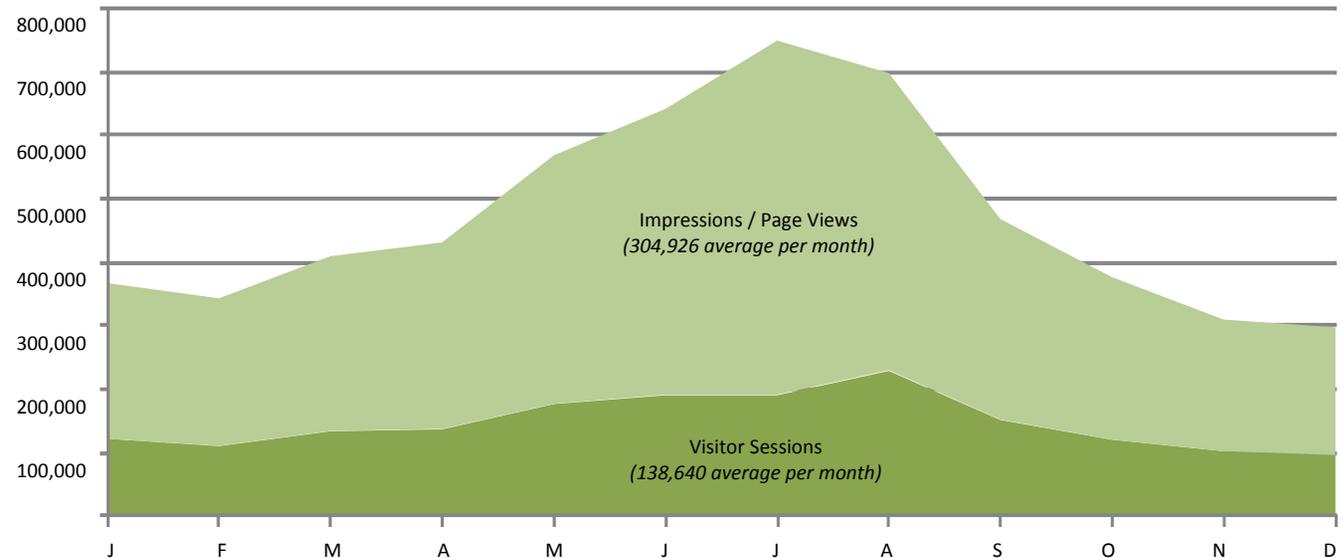
DISCOUNTED REGIONAL SMALL BUSINESS RATES AVAILABLE
ALL RATES ARE NET

Since 1996, Hamptons.com has been and remains the #1 Internet destination for all searches related to the Hamptons region on Google and other major search engines like Yahoo! And Bing. The scope and reach of Hamptons.com has grown since those early days and the website maintains a very high Alexa (*overall 103,294 and US 19,321*) and Quantcast (*US 21,988*) ranking, eclipsing our nearest online competition by a wide margin. Our Visitor Sessions and Impressions continue to grow by a margin of 20% each year with readership far outreaching any regional print publication or broadcast. Who visits Hamptons.com?

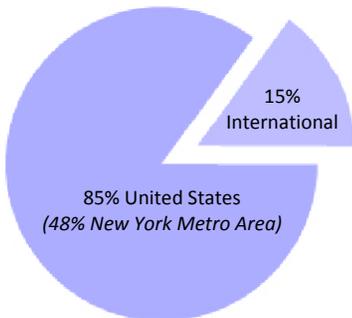
VISITOR FREQUENCY



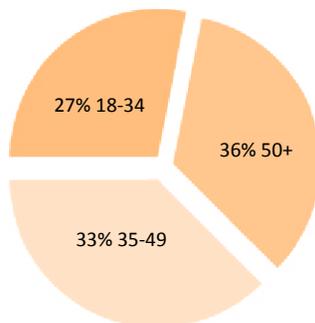
VISITOR SESSIONS & IMPRESSIONS



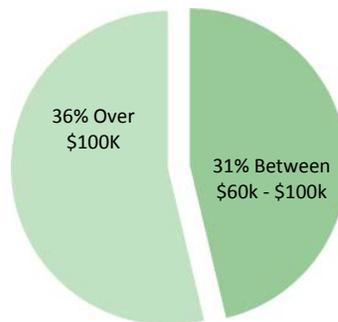
GEOGRAPHY



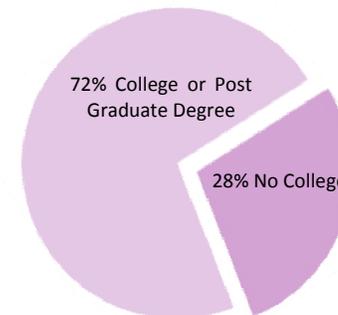
AGE



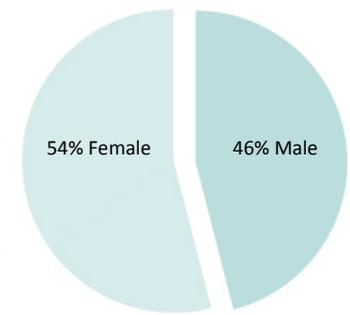
AFFLUENCE



EDUCATION



GENDER



* Statistical information gathered from Quantcast, Alexa, and Google Analytics as of September 1, 2011.

The **Hamptons.com** Home Page makes a bold first impression to both returning and unique visitors alike. Our compelling editorial abstracts are enhanced by brilliant images on a gateway page that serves as a virtual menu to the most comprehensive coverage regarding all things 'Hamptons'. Ads merged with editorial produce the greatest return and our continuously updated editorial, blended seamlessly with ad space, makes **Hamptons.com** a highly effective tool for both local and national advertisers.

- Subtle animation and engaging images makes Top Stories from each section jump off the page.

- Editor's Choice picks from the Calendar highlight big events.

- Business Spotlights and a full, easy to use Directory are on the Home page for easy access to visitors and residents alike. Clear categories make finding what you need a breeze.

- Hosting or promoting an event? Upgrade to a Featured Calendar Listing and enjoy exposure on the Calendar and Home pages of Hamptons.com.

- Quick links to more cameras make keeping an eye on the Hamptons just a quick click away.



- Clear, simple, and consistent navigation is a hallmark feature of Hamptons.com.

- The Hamptons.com Live Streaming Coopers Beach Camera 24/7 access to the best beach in the US, no parking permit or beach pass required.

- Exclusive Real Estate Spotlight promo ads blend editorial and advertising. Four units, each with images and copy, randomly fill this prime real estate.

- We post hundreds of photos every week. The latest party, news, and event snapshots live right up front in our Latest Photo Galleries area.

PREMIUM PENCIL ADS

1-Month	\$4,000
3-Months	\$3,600
6-Months	\$3,000
12-Months	\$2,800

BANNER ADS - POSITIONS 1A, 1B, 1C, 1D

1-Month	\$3,400
3-Months	\$3,000
6-Months	\$2,600
12-Months	\$2,400

BANNER ADS - POSITIONS 2A, 2B, 2C, 2D

1-Month	\$3,100
3-Months	\$2,800
6-Months	\$2,400
12-Months	\$2,100

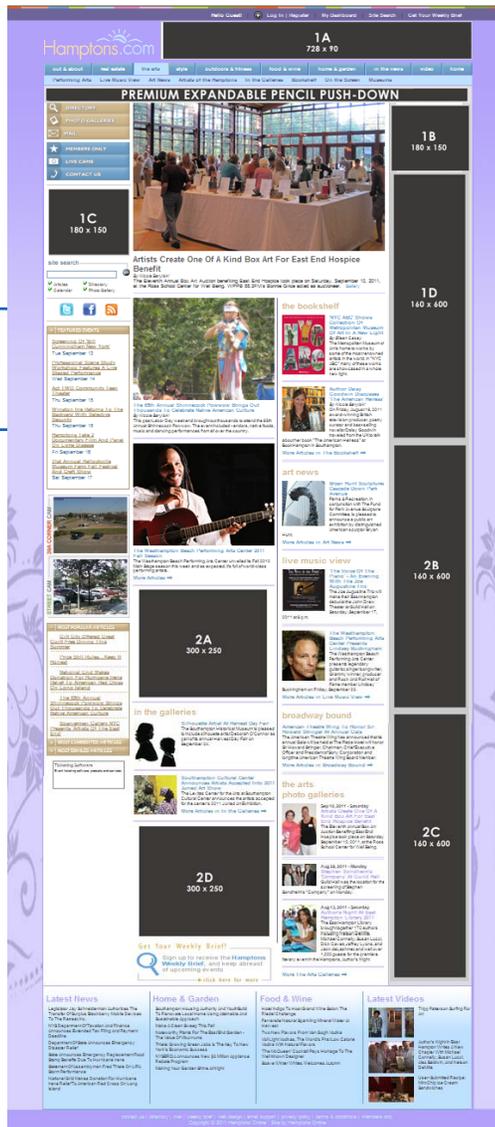
REAL ESTATE SPOTLIGHT

Monthly	\$4,400
6 + Months	\$4,000

Banner positions have up to 4 different banner ads (units) in random rotation. 1 Unit = 25% exposure/share of voice.

Because of the bold quality of our editorial, **Hamptons.com** is a highly *sticky* website that draws our viewers deep into the site. The broad range of our editorial sections speak to the diversity of our readership, whose interests range from the arts and real estate to lifestyle and news to gardening and events coverage and more. Our Main Section pages blend subject specific abstracts and great visuals with advertising that reaches a targeted viewership with specific interests that allows for highly effective, customer specific advertising.

- Quick links to social media keep the conversation going.
- Featured Events relevant to each section appear next to content with similar themes.



• Sections with diverse content feature regular columns. The Main page of these targeted sections highlight new or featured articles.

• Some readers are looking for photos from events, each section features the most recent photo galleries in this quick click format.

PREMIUM PENCIL ADS

1-Month	\$3,600
3-Months	\$3,400
6-Months	\$2,800
12-Months	\$2,400

BANNER ADS - POSITIONS 1A, 1B, 1C, 1D

1-Month	\$2,800
3-Months	\$2,400
6-Months	\$2,200
12-Months	\$2,000

BANNER ADS - POSITIONS 2A, 2B, 2C, 2D

1-Month	\$2,600
3-Months	\$2,100
6-Months	\$2,000
12-Months	\$1,800

Banner positions have up to 4 different banner ads (units) in random rotation. 1 Unit = 25% exposure/share of voice.

Ads on **Hamptons.com** Detail Pages reach the dedicated targeted viewers that navigate through our site. Thousands of daily viewers are directed to **Hamptons.com** because of our vast subject specific exposure on search engines like Google and Bing. It is on these pages that our readers get the whole story with award winning articles that are complimented with striking digital photography, laid out on a breathtakingly beautiful story page. It is an attentive audience that has taken the time to search out our extraordinary editorial and, in turn, the advertising that compliments it.



- Quick links to social media keep the conversation going.

- Featured Events relevant to each section appear next to articles with similar themes.

- SMARTLINKS are an added value for our advertisers that use keyword-heavy text to maximize search engine relevancy.

- Like an article? Share it using Facebook or Twitter, email it to a friend, or print it out.

- SMART-TAGS give the reader quick links to the last few articles related to a specific person or place. SMART-TAGS are an easy way to find related articles without added searching. SMART-TAG ads are available.

- While only a few images fit on the detail page of an article, photo galleries hold dozens of captioned photos that continue to tell the story.

- We invite everyone to post comments for every article on Hamptons.com. Sign in or post comments as a guest.

PREMIUM PENCIL ADS

1-Month	\$3,200
3-Months	\$2,800
6-Months	\$2,400
12-Months	\$2,000

BANNER ADS - POSITIONS 1A, 1B, 1C, 1D

1-Month	\$1,800
3-Months	\$1,400
6-Months	\$1,200
12-Months	\$1,000

BANNER ADS - POSITIONS 2B AND 2C

1-Month	\$1,400
3-Months	\$1,100
6-Months	\$1,000
12-Months	\$800

Banner positions have up to 4 different banner ads (units) in random rotation. 1 Unit = 25% exposure/share of voice.

Streaming video is the most exciting aspect of the new media and **Hamptons.com** is on the cutting edge. Among various video ad opportunities, our 'Main Street Series', now in its fifth year, and our "Around Town" event segments have featured video interviews with world recognized celebrities from business, sports, politics and the arts including the likes of Billy Joel, Emeril Lagasse, Colin Quinn, Itzhak Perlman, Susan Lucci, Nelson DeMille, Blythe Danner, Mark Feuerstein, Christie Brinkley, Russell Simmons, and yes, even "The Fonz" Henry Winkler, to name but a very few. Our video series ads provide the opportunity to combine video commercial advertising with highly effective banner ads that reach **Hamptons.com** viewers on multiple media levels simultaneously.

- Big names, big stars, big images. Our Flash video player downloads quickly and is optimized to play quickly on a variety of platforms.

- Exclusive pre-roll commercials are available for all of our video channels.



- Featured Videos highlight the most recent videos across all channels posted on Hamptons.com

- A wide variety of channels feature original content and retain a loyal following. Current channels include "Around Town" with events, "Main Street Series" a one-on-one interview format, "In The Mixx" for short celebrity clips in NYC and the Hamptons, and "The Scoop" which includes a weekly events preview and business feature. Syndicated channels include "For Your Health" and "Daily Fare".

PREMIUM PENCIL ADS

1-Month	\$4,000
3-Months	\$3,600
6-Months	\$3,000
12-Months	\$2,800

VIDEO SERIES - EXCLUSIVE COMMERCIAL & BANNER

1-Month	\$5,750
3-Months	\$4,500
6-Months	\$3,750

BANNER ONLY - 1A AND 2A

1-Month	\$2,800
3-Months	\$2,400
6-Months	\$2,200

Banner positions have up to 4 different banner ads (units) in random rotation. 1 Unit = 25% exposure/share of voice.

No matter what the season, something is always happening in the Hamptons. When residents and visitors alike want to know about gallery openings, celebrity driven charity galas, the Hamptons party scene, fairs and festivals, author book signings and theatrical opening nights, they go to the [Hamptons.com](#) Calendar of Events Page. A highly trafficked page on our site, ads bordering our Calendar of Events provide a substantial return on advertising dollars spent.

The screenshot shows the Hamptons.com website interface. At the top, there's a navigation bar with 'Hamptons.com' logo, user account options, and search. Below is a 'PREMIUM EXPANDABLE PENCIL PUSH-DOWN' section. The main content area features a 'Calendar' with a monthly view for September 2011, an 'EDITOR'S CHOICE' section with a photo of a group of people, and a 'Featured Events' section listing various activities like 'Gospel at Old Whalers', 'East End Women's Network Fall Kick-Off Event', and 'John Cassano At GreenPoint New York Conference'. A sidebar on the right contains social media links (Facebook, Twitter, LinkedIn, YouTube) and a search bar. At the bottom, there are sections for 'Latest News', 'Arts & Entertainment', 'Home & Garden', and 'Latest Videos'. Callout boxes with arrows point to specific elements: 'Quick links to social media keep the conversation going.' points to the social media icons; 'Featured Events relevant to each section appear next to articles with similar themes.' points to the 'Featured Events' section; 'Even on the Calendar Page viewers can access our award winning editorial.' points to the 'Latest News' section.

- Like an event? Share it using Facebook or Twitter, email it to a friend, or print it out.

- Featured event postings keep eyes on the page as readers get all the details on the most interesting and exciting events from Montauk to Manhattan.

- By offering organizations the opportunity to post their events free of charge Hamptons.com has the most comprehensive calendar on the East End.

- Right column key words help readers target events based on their personal interests.

PREMIUM PENCIL ADS

1-Month	\$3,200
3-Months	\$2,800
6-Months	\$2,400
12-Months	\$2,000

BANNER ADS - POSITIONS 1A, 1B, 1C, 1D

1-Month	\$1,800
3-Months	\$1,400
6-Months	\$1,200
12-Months	\$1,000

BANNER ADS - POSITIONS 2B AND 2C

1-Month	\$1,400
3-Months	\$1,100
6-Months	\$1,000
12-Months	\$800

Banner positions have up to 4 different banner ads (units) in random rotation. 1 Unit = 25% exposure/share of voice.

	Initial Dimensions	Expanded Dimensions	File Type	File Size Limit	Animation	Controls	Materials Due
Premium Pencil Ad							
Expandable Pencil	980 w x 30 h	980 w x 300 h	SWF with backup JPG or GIF	50k 100k polite	Initial :03 open to 980 w x 300 h with no user interaction, with the exception of the Home page. Up to :15 within ad.	Pencil View Creative should have verbage stating "click to expand" somewhere on the ad, e.g. button in the upper right corner. On Expanded View Creative should have verbage stating "click to close" somewhere. Clicks anywhere else on ad will lead to company's URL. Sound = user-initiated only.	7 business days
Push-Down Pencil *	980 w x 30 h	980 w x 300 h	SWF, JPG, GIF	50k 100k polite			7 business days

	Position	Dimensions	File Type	File Size Limit	Animation	Materials Due
Standard Banner Ads						
Leaderboard	1A	728 w x 90 h	SWF, JPG, GIF	50k 100k polite	:15 and up to 3 loops	5 business days
Rectangle	1B and 1C	180 w x 150 h	SWF, JPG, GIF	50k 100k polite	:15 and up to 3 loops	5 business days
Wide Skyscraper	1D, 2B, 2C	160 w x 600 h	SWF, JPG, GIF	50k 100k polite	:15 and up to 3 loops	5 business days
Medium Rectangle	2A and 2D	300 w x 250 h	SWF, JPG, GIF	50k 100k polite	:15 and up to 3 loops	5 business days
3:1 Rectangle	Hamptons Weekly Brief	300 w x 100 h	SWF, JPG, GIF	50k 100k polite	:15 and up to 3 loops	5 business days

	Video Size	Length	File Type	File Size	Looping	Materials Due
Video Commercial						
Pre-Roll	588 w x 330 h	:15	SWF with sound	1.2 MB	Plays once, no auto-replay, no controls.	7 business days

Real Estate Spotlight	Directory Listing Logos
<ul style="list-style-type: none"> • Headline for property listing • Byline: Broker's name, title, company • Abstract (Brief description for 1st pg) - 45 words max • Copy (Description for 2nd pg) - 175 words max • Exclusive? Or Co-Exclusive? • Price, Folio # and WEB # 	<ul style="list-style-type: none"> • Logos should not be larger than: 200 w and/or 100 h • Should be either .jpg or .gif format
<ul style="list-style-type: none"> • Broker's Telephone Number and Email address • Property webpage LINK - Broker debugged LINK • THUMBNAIL PHOTO (small photo for 1st page) - 240 w x 160 h, 72 dpi • MAIN PHOTO (larger photo for 2nd page) - 588 w x unlimited height, 72 dpi 	

Additional Specs For .SWF (Flash) Ads

- The entire banner ad should be clickable.
- Flash ads will be rendered on Hamptons.com with a wmode of "transparent" which means that the background color of the ad will be inherited from the page it is on. To ensure that your ad appears on its intended background color, be sure to explicitly create a background layer in the development environment. For example, if your ad is on a black background: add a bottom layer within the flash development environment and on it place a black rectangle the size of the ad. Do not rely entirely on the "document settings" in flash as this will only change the background color in the development environment and in any outputted html, but will be ignored when rendered on Hamptons.com. We use a wmode of "transparent" for various reasons, including proper event tracking and for certain kinds of ads which require it.
- In order for our internal ad click system to work, the following code must be placed on the button that links to your site: exactly as specified in red below (choose either actionscript 2 or actionscript 3).
- For more information on clickTAGs: www.flashclicktag.com (sample resource)

ACTION SCRIPT 2:

To be put on the button. For .swfs published as AS2.

PLEASE NOTE: CODE SHOULD READ EXACTLY AS BELOW. (Use the variable "clickTAG" as detailed below. Do not insert your URL here.)

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

ACTION SCRIPT 3:

To be put on frame 1. For .swfs published as AS3. Assumes a button named "btnEnter"

PLEASE NOTE: CODE SHOULD READ EXACTLY AS BELOW. (Use the variable "clickTAG" as detailed below. Do not insert your URL here.)

```
import flash.events.MouseEvent;
import flash.net.navigateToURL;
import flash.net.URLRequest;

var clickTAG:String = loaderInfo.parameters["clickTAG"];
var targ:String = loaderInfo.parameters["targ"];

btnEnter.addEventListener(MouseEvent.CLICK, onClick);

function onClick(event:MouseEvent):void {
getURL(clickTAG, targ);
}

function getURL(url:String, window:String = null):void {
var req:URLRequest = new URLRequest(url);
try {
navigateToURL(req, window);
} catch (e:Error) {
trace("Navigate to URL failed", e.message);
}
}
```

PRODUCTION NOTES & GUIDELINES

GENERAL:

- All dimensions are wide x tall, measured in pixels, RGB only, 72 dpi.
- All creative materials will be returned to client/agency to fix if they do not meet our specs. Hamptons.com is available to develop and/or fix ads for an hourly rate.
- Hamptons.com has final approval of all ads and reserves the right to refuse and /or remove any ad at any time.

RICH MEDIA ADS:

- * Pencil Push-Down creative includes a separate SWF, JPG, or GIF for both 980w x 30h Initial Dimension and 980w x 300h Expanded Dimension. Hamptons.com will create final SWF file.
- For each SWF the entire ad must be clickable and include a click-through URL.



Contact Us!

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