

**Newsweek**  
Showcase.com

*Media  
Kit  
2009*



**THE NEW  
NEWSWEEKSHOWCASE.COM!  
THE WEB'S PREMIER INFORMATIONAL  
RESOURCE FOR INSTITUTIONS, PRODUCTS  
AND SERVICES THAT HAVE GRACED  
NEWSWEEK'S PAGES!**



Newsweekshowcase.com is designed to provide visitors with an easy to use, informative and interactive reference point for all research needs--whether they're educational, business related, health procedural or of a personal nature.

The site features regular surveys, forums and e-newsletters meant to stimulate debate and share information. Traffic will initially start at 60,000 to 70,000 unique visitors a month\* but we expect figures to grow quickly as the word gets out. This could affect pricing, though, so don't delay getting involved!



The site is accessed in three ways:

**1** Directly from Newsweek.com

**2** Directly from Newsweek magazine

**3** Through ad words and sponsored searches

\*Projection



**1. Full Banner**

**Dimensions:** 468(w) x 60(h) pixels

**Size:** < 30 kb

**Price:** \$30,000 for 1 year  
 \$20,000 for 6 months  
 \$3,500 for 1 month

**2. MPU**

**Dimensions:** 300(w) x 250(h) pixels

**Size:** < 40 kb

**Price:** \$40,000 for 1 year  
 \$25,000 for 6 months  
 \$4,500 for 1 month

**3. Button Banner**

**Dimensions:** 234(w) x 60(h) pixels

**Size:** < 10 kb

**Price:** \$15,000 for 1 year  
 \$8,000 for 6 months  
 \$1,500 for 1 month

\* corresponding diagram shown on the right

- » Education
  - » Distance Learning
  - » Global Colleges and Universities
  - » Graduate and Post Graduate Programs
  - » Health Sciences
  - » Language Programs
  - » Private & International Schools
  - » Summer Opportunities
  - » US Colleges & Universities

- » Financial Services
- » Franchises
- » Health
- » Online Dating
- » Retirement
- » Travel

» This Weeks Issue



» Your Opinion

Politically, as you get older, are you

- becoming more conservative
- becoming more liberal
- staying the same
- losing interest in politics all together

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- » Insurance Quotes
- » Lexington Law
- » Salmonella Peanut Butter Lawyer
- » Junk Yard
- » Jets for Sale
- » Lingerie

Google Custom Search Search

List All Articles Participating Companies

**Full Banner**



**LANGUAGE PROGRAMS**

1st Apr, 2009

**Why learn another language?**

The English language has been at the forefront of globalization. English is celebrated as the language of global corporate management, the Internet, youth culture and science. At the same time, there appears to be a crisis in foreign language learning... [Read More...](#)

**HEALTH**

1st Apr, 2009

**Innovation Today for Better Health Care Tomorrow**

Millions of Americans have benefited from the technological innovations developed by entrepreneurial medical device manufacturers. In most cases these breakthroughs are a result... [Read More...](#)

**RETIREMENT**

21st May, 2009

**Colorado Retirement - Colorado, USA**

If biking and hiking through beautiful mountain meadows or just sitting and watching majestic summer sunsets fit into your retirement plans, Colorado may just be the place for you. Of course, you may have to endure some pretty deep snows and cold... [Read More...](#)

**TRAVEL**

7th Apr, 2009

**The Evergreen State**

On November 11, 1889, Washington became the 42nd state to enter the Union. It is the only state named for a president. Washington was nicknamed "The Evergreen State" by C.T. Conover, pioneer Seattle realtor and historian, for its abundant... [Read More...](#)

**PRIVATE & INTERNATIONAL SCHOOLS**

8th Apr, 2009

**Moving on, but never forgotten:**

International schools across the world are typically defined as places of transition. With many expatriate families staying in one location for only three to four years at a time, these school communities are well rehearsed in the art of... [Read More...](#)

» Latest Articles

- » Debt Solution Resources
- » The Necessary Revolution in Undergraduate Education in US Colleges and Universities
- » Expert Flirting Tips - Improve your Dating Skills!
- » Infertility - Its Not Just a Female Problem...
- » Life, liberty, and the pursuit of happiness in an aging America



» Latest Participating Companies

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- » The Association of MBAs
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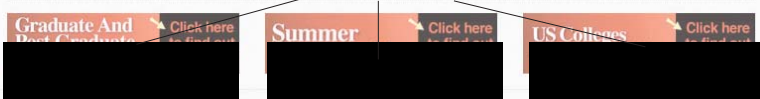
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Articles Participating Companies

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# CATEGORY HOME PAGE OPPORTUNITIES

Category home pages are accessed from the main navigation box on the left side of the homepage.  
(Example is shown on the left)



**1. LeaderBoard**

**Dimensions:** 728(w) x 90(h) pixels

**Size:** < 35 kb

**Price:** \$15,500 for 1 year  
\$11,000 for 6 months  
\$2,500 for 1 month

**2. MPU**

**Dimensions:** 300(w) x 250(h) pixels

**Size:** < 40 kb

**Price:** \$21,500 for 1 year  
\$16,000 for 6 months  
\$3,300 for 1 month

**3. Skyscraper**

**Dimensions:** 160(w) x 600(h) pixels

**Size:** < 35 kb

**Price:** \$18,500 for 1 year  
\$13,000 for 6 months  
\$2,800 for 1 month

**4. Button Banner**

**Dimensions:** 234(w) x 60(h) pixels

**Size:** < 10 kb

**Price:** \$8,000 for 1 year  
\$5,000 for 6 months  
\$1,250 for 1 month

\* corresponding diagram shown on the right

LeaderBoard

**Education**

» Education

**BSN to Doctoral Degree Programs**

29th Apr, 2009 (Source: Newsweek Showcase)

The changing demands of the nation's complex healthcare environment require that nurses earning in advanced roles possess the highest level of scientific knowledge and practice expertise possible. Research from Drs. Linda Allen, Christopher Pries, Carol Estabrook, and others have established a clear link between increased levels of nursing education and better patient outcomes.

For nursing students looking to assume leadership positions, a doctorate is the most appropriate credential. Today's students can choose from doctoral programs focused on either research (PhD) or practice (Doctor of Nursing Practice or DNP). With a growing interest among students in fast-track Bachelorate to Doctoral degrees, here are a few points to consider.

Readiness



Google Custom Search

- Participating Schools & Universities
- Liberty University Online
- The American School of Business - Mumbai, India
- International School of Beijing
- Global American International School
- Guangxi Normal University - Guilford School of Education
- Beijing City International School
- The Western Academy of Beijing
- The International School of Guangzhou
- Commonwealth School
- Beijing School International
- » List All

MPU

Skyscraper

**Latest Articles**

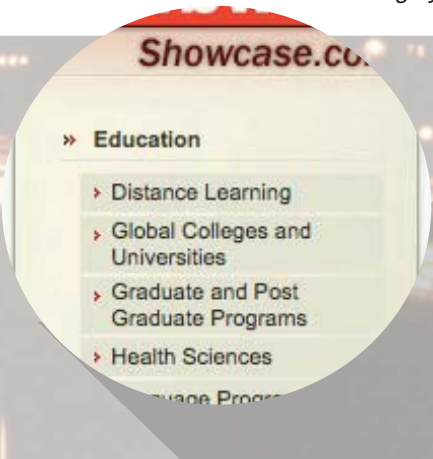
- Nursing Opportunities
- Don't take no for an answer
- Planning for the future
- Getting on track for a graduate business degree
- Is business school for you?
- List all Education articles

**Featured Education Participating Schools & Universities**

Button Banner

# SUB CATEGORY HOME PAGE OPPORTUNITIES

Sub category home pages are accessed from the main navigation box on the left side of the homepage. (Example is shown on the left)



**1. LeaderBoard**

**Dimensions:** 728(w) x 90(h) pixels

**Size:** < 35 kb

**Price:** \$13,500 for 1 year  
 \$7,000 for 6 months  
 \$1,500 for 1 month

**2. MPU**

**Dimensions:** 300(w) x 250(h) pixels

**Size:** < 40 kb

**Price:** \$18,500 for 1 year  
 \$12,000 for 6 months  
 \$2,300 for 1 month

**3. Skyscraper**

**Dimensions:** 160(w) x 600(h) pixels

**Size:** < 35 kb

**Price:** \$16,500 for 1 year  
 \$9,000 for 6 months  
 \$1,800 for 1 month

**4. Button Banner**

**Dimensions:** 234(w) x 60(h) pixels

**Size:** < 10 kb

**Price:** \$6,000 for 1 year  
 \$4,000 for 6 months  
 \$750 for 1 month

\* corresponding diagram shown on the right

# DEDICATED ADVERTISER PAGE (D.A.P) OPPORTUNITIES

DAPs are accessible from the navigation box on the right side of the landing pages. (Example is shown on the left)



## D.A.P. Information

Price: \$2,500 for 6 months  
\$3,500 for 12 months

### What You Get:

1. Logo  
**Dimensions:** 300 (w) x 150 (h) pixels  
**Size:** < 15 kb
2. Business Information  
Line 1: Address  
Line 2: Telephone  
Line 3: Fax  
Line 4: E-mail  
Line 5: Website Link
3. Contents/Text Area  
This is your space to explain what your business or institution does (see template above). We cannot accept customized HTML pages as they will not work within the structure of the site.
4. Images  
Participating companies can provide 2 (or more depending on the content length)
  1. **Small Image**  
**Dimensions:** 168(w) x 135(h) pixels  
**Size:** < 15 kb
  2. **Big Horizontal Image**  
**Dimensions:** 529(w) x 135(h) pixels  
**Size:** < 45 kb
5. Logo Ad  
A 'logo ad' rotates through the category and subcategory home pages.
6. Video  
Videos must be hosted by video sharing services (i.e. youtube).

- ⌘ Custom opportunities are available - inquire for details.
- ⌘ All the rates above guarantee exclusivity (i.e. 100% Share of Voice). Rates can be adjusted to reflect a 66% and 33% share of voice. Share of voice reflects the percentage chance a user will see your ad when the page is refreshed.
- ⌘ Banners can be Flash, JPEG or GIF
- ⌘ Material deadline: 3 working days before going live

Delivery

- ⌘ Via Direct Email
- ⌘ File must not exceed 10mb
- ⌘ Files may be compressed in .ZIP or .RAR formats

**Email to:** [admin@newsweekshowcase.com](mailto:admin@newsweekshowcase.com)

**Via Mail** Mail artwork on a CD or DVD to:  
**Mongoose Atlantic Inc** (Address below)



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