

Online Mechanical Specs & Advertiser Deliverables

ROS and One Stop Sponsorships

ROS Sponsorships sold on a CPM basis

One Stop Sponsorships sold on a monthly basis (all 3 ad units included in rate)

Standard Ad units:

Leaderboard – 728x90 pixels

Premium Boombox – 300x250 pixels

Small Boombox – 180x150 pixels

Expandable Ad units (Rich Media*):

Expandable Leaderboard – 728x180 pixels

Expandable Premium Boomboxes – 500x250 pixels

Format: GIF, Animated GIF, JPEG, HTML, Flash (see below for ClickTag instructions), Rich Media*

File size: 39K

Material due: 3 business days prior to posting; Rich Media required 5 business days prior to posting

Send material to: amanda.miller@penton.com

Introstitial / Roadblock – up to 640x480 pixels

Ad serves to every unique visitor (one unique visitor counted within an 8 hour period). Sold on a weekly basis.

Format: GIF, Animated GIF, JPEG, Flash (see below for ClickTag instructions), Rich Media*

File size: 50K or less

Material due: 3 business days prior to posting; Rich Media required 5 business days prior to posting

Send material to: amanda.miller@penton.com

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Homepage Peel Back (Rich Media*)

100% exposure to all Homepage views. Sold on a monthly basis.

- Closed creative must be no larger than 125w x 125h pixels.
- Expanded creative must be no larger than 600w x 600h pixels for optimal display on a 15" monitor.
- Expansion can be mouse-over.
- Max initial file load: 40kb
- Max polite file load: 80kb

Material due: 5 business days prior to posting

Send material to: amanda.miller@penton.com

*** Rich Media creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblaster (see complete third party vendor list below). We only accept third party tags.**

Penton Media uses DoubleClick DART for all of its ad serving.

1. **File Sizes and Looping** - File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash.
 - Max File Size = 39K
 - Max Frames = 4
 - Looping = 3 times
 - Animation length: 15 seconds
2. **Banner Formats:**

GIF, Animated GIF, JPEG, Flash and Rich Media (advertisements with which users can interact, as opposed to solely animation and excluding click-through functionality, in a web page format). Non-accepted formats: Java, Java Applet

 - a. **Flash** - The following guidelines must be observed. (Note: expanding ads are not acceptable as Macromedia Flash.)
 - i. Supply both the compiled swf file AND backup gif.
 - ii. A clickTag will need to be added to the code before the swf file is compiled in order for DART to track clicks.
 - [Click here](#) for help on adding a clickTag
 - [Click here](#) to verify the clickTag was added correctly

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- b. **HTML** – The following guidelines must be observed.
- i. Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags.
 - ii. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.
 - iii. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you **MUST** use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately.
 - iv. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.
- c. **Rich Media – Automatic play or pre-expand are not allowed.**
Penton Media follows IAB Guidelines. For more specific details, please consult: [IAB's Rich Media Creative Guidelines](#). Allow 5 business days for testing.
- i. User-initiated expand/contract
 - ii. Must have a visible close button
 - iii. Audio must be user-initiated on click only
 - iv. Expanded window not to exceed 2.5x the original dimensions.
 - v. Direction of expanding banners:
 - vi. 728x90 – down and 300x250 – left
 - vii. Must include a target=blank command that will launch a new browser
- d. **3rd Party Ad Serving** - Penton Media accepts Ad tags from the following DoubleClick certified vendors. (Note: Vendors may impose additional charges which may increase the cost of any campaign using their products.)
- FlashTalking
 - Facilitate
 - Atlas
 - Eyewonder
 - Mediaplex
 - United Virtualities
 - Unicast
 - PointRoll
 - Tangozebra
 - Eyereturn
 - ViewPoint
 - AdRelief
 - AdCamo
 - DoubleClick DFA

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Click Tracking with Flash – Advertisers/Agencies

For Flash Version 7.0+ Users

1. If you are using Flash version 7.0+, the appearance of your screen may differ. Please visit http://www.macromedia.com/resources/richmedia/tracking/designers_guide/ for reference.

2. The syntax for version 7.0+ is slightly different. Select the layer that contains your button. Open your Actions panel and copy and paste the code EXACTLY as follows (i.e. Do not modify the code):

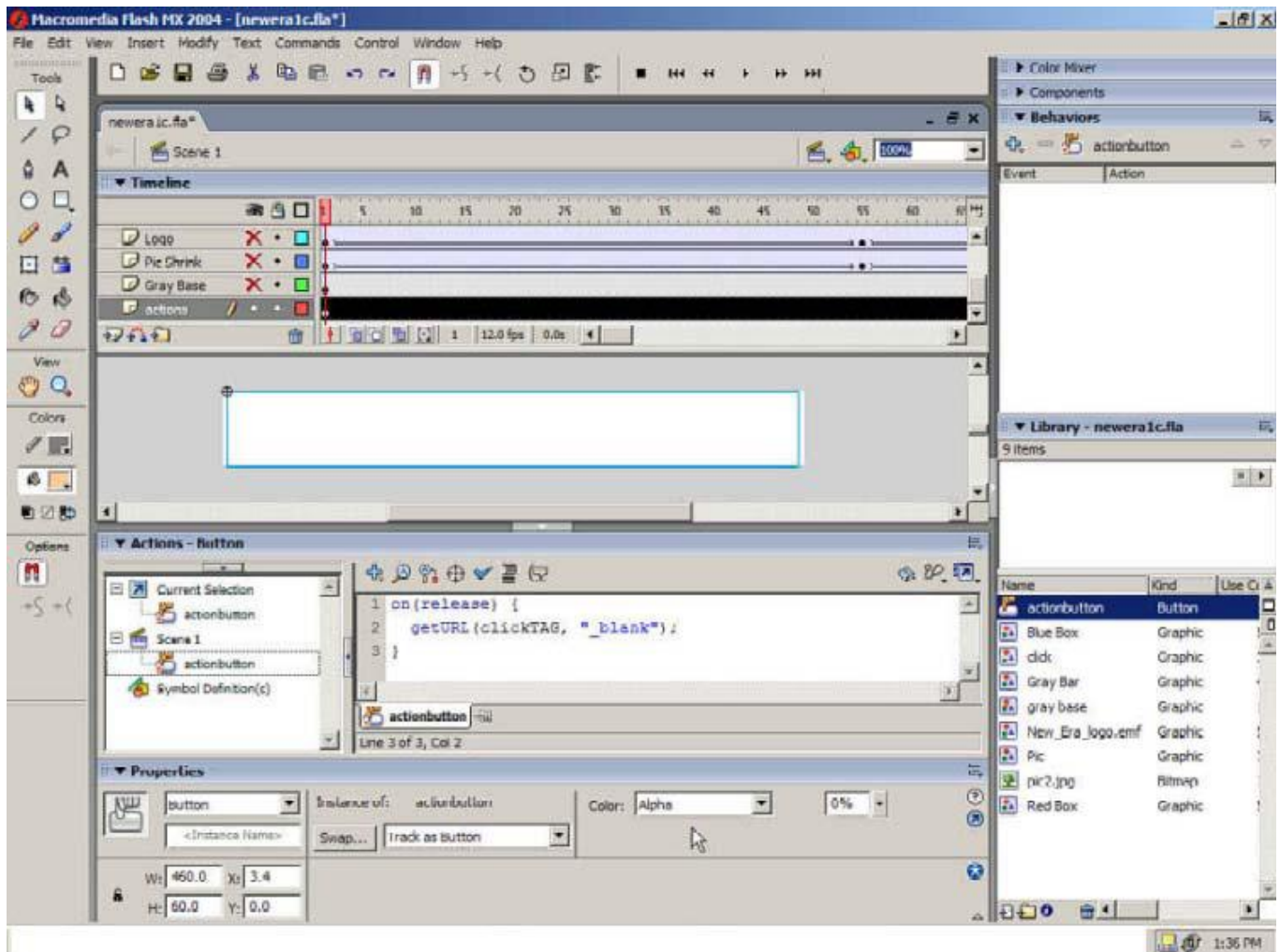
```
on (release) { if ( _level0.clickTag.substr(0,5) == "http:") { getURL( _level0.clickTag, "_blank"); } }
```

3. Alternatively, some users find it helpful to place a button on a new layer at the very bottom of all other layers. If you choose this method, turn off all the other layers to isolate the button, associate the action with the button, and then manually paste the following clickTAG code into the actions window EXACTLY as shown (i.e. Do not modify the code):

```
on(release) { getURL(clickTag, "_blank"); }
```

4. Below is a screen-shot of this implementation page in Flash version 7.0

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Healthful Baking News, Baking Industry News, Decorating Ideas, Formulas & Techniques and Bakery Equipment News eNewsletters

Top, Second and Third Positions -- 468x60 pixel ad

Format: GIF or JPEG ONLY -- **Flash ads not allowed**

We advise against sending Animated GIFs as the animation can get stripped in many eMail platforms

File size: 20K or less

50 words of text

Url of advertiser's choice

Tower Position -- 120x600 pixel ad

Format: GIF or JPEG ONLY -- **Flash ads not allowed**

We advise against sending Animated GIFs as the animation can get stripped in many eMail platforms

File size: 20K or less

Url of advertiser's choice

Sponsored Text Link

50 words of text

Url of advertiser's choice

Supply Test, Seed and Suppression * Lists

Material due: 10 days prior to deployment

Send material to: amanda.miller@penton.com

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E-Blasts

Advertiser creates content/message. Advertorial in nature. This is a 600 pixel wide E-Mail with images and text.

eMail width - 600 pixels wide

File Format: **HTML Only** with image URLs mapped – **will not accept images, PDFs or word docs**

- Example of proper image map: <http://companyserver.com/mappedimage.jpg>

- Example of improper image map: mappedimage.jpg

File size: less than 75K (better if less than 50K)

We advise against sending Animated GIFs in your design as the animation can get stripped in many eMail platforms

Optional Text backup version - up to 500 words of copy submitted in plain text format only

Subject line text – max 50 characters in plain text only

Supply Test List, Seed List, Signed Indemnification Form, and Suppression List*

Material due: 10 days prior to deployment

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

*list of eMail addresses that the advertiser has been asked not to send eMail to. To avoid violating CAN SPAM laws, we are required to ask for this list as we are sending an eMail on the advertiser's behalf.

E-Postcards

Exclusive sponsorship E-mail with "front and back" creative – 600 pixels wide by 400 pixels high.

Format: GIF, JPEG

File size: less than 50K

Subject line text

Instructions where links are to be placed

Supply Test List, Seed List, Signed Indemnification Form, and (optional) Suppression List

Material due: 10 days prior to deployment

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

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Video E-Blasts/E-Postcards

E-Blast or E-Postcard with up to 5 minutes of pre-produced video.

Video player landing page includes a 728x90ad unit

Format: e-blast: HTML; e-postcard: GIF, JPEG

File size: less than 75K

Company logo

Subject line text

Instructions where links are to be placed

Supply Test List, Seed List, Signed Indemnification Form, and (optional) Suppression List

Material due: 14 days prior to deployment

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

Online Mechanical Specs & Advertiser Deliverables

INDEMNIFICATION AGREEMENT WITH PENTON MEDIA, INC.

(For use with email blasts for third parties)

1. We shall, at our own expense, indemnify, defend, and hold harmless Penton Media, Inc. together with its affiliates, employees, directors, officers, representatives, and agents (“Penton”) against any claim, suit, action, or other proceeding brought against Penton by a third party based on or arising from Penton’s distribution of promotional e-mails to any e-mail address EXCEPT (i) those e-mail addresses that appear on a suppression list we provide to Penton; and (ii) those e-mail addresses that appear on Penton’s own suppression list. The term “suppression list” is defined as a list of those addresses of prior recipients of e-mails from the sender who have requested that no further e-mails be sent to them by the sender (they have “opted out” of the receipt of e-mails).

2. We shall, at our own expense, indemnify, defend, and hold harmless Penton against any claim, suit, action, or other proceeding brought against Penton by a third party based on or arising from any of the following:

- Our failure to supply Penton with a complete and accurate suppression list.
- Any inaccurate statement to Penton that we do not maintain a suppression list when, in fact, we either do or should maintain such a list.
- Our use of any suppression list supplied by Penton for any purposes other than suppression.
- Our failure to supply Penton with an opt-out mechanism either in the form of an opt-out link or an unsubscribe e-mail address to allow recipients of promotional e-mails to request that no further e-mails be sent to them

3. We agree to indemnify, defend, and hold harmless Penton against any claim arising under the circumstances listed in paragraphs 1 and 2 provided, however, that in any such case: (i) Penton provides us with prompt notice of any such claim; (ii) Penton permits us to assume and control the defense of such action, with counsel chosen by us (who shall be reasonably acceptable to Penton); and (iii) we do not enter into any settlement or compromise of any such claim without Penton’s prior written consent, which consent shall not be unreasonably withheld or delayed. We will pay any and all costs, damages, and expenses, including, but not limited to, reasonable attorney’s fees and costs awarded against or otherwise incurred by Penton in connection with or arising from any such claim, suit, action or proceeding.

Print Name _____

Sign Name _____

Title _____

Company Name _____

Company Address _____

Date _____

Online Mechanical Specs & Advertiser Deliverables

The Bakery Channel Sponsored Video Hosting and Promotion

WE DO NOT edit videos. We require all video/banners in final format.

- Video – see Video Specs below
- Title of clip - 40 characters MAX, including spaces (**we do not edit copy, if the copy provided is too large it will be sent back and therefore add additional time to your scheduled launch date). No technical limitation.
- Copy/Description of video - 125 characters MAX, including spaces (**we do not edit copy, if the copy provided is too large it will be sent back and therefore add additional time to your scheduled launch date).
- A 728x90 banner ad to run on the video player page
 - Format: GIF, Animated GIF, JPEG, HTML, Flash, Rich Media*
 - File size: 39K or less
- Clickthrough URL for banner advertisement
- If applicable, external links for the Related Links section (no more than two links)
- Banner ads promoting the video that runs ROS – 728x90, 300x250 and 180x150
 - Format: GIF, Animated GIF, JPEG, HTML, Flash, Rich Media*
 - File size: 39K or less
- Complete, sign and return Penton Rights Dispensation Short Form (below)
 - Material due: 7 business days prior to posting
 - Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

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Video Specs:

- Files will be sent in .flv format
- If sending a .flv is not possible we can accept videos in the following formats: MPEG/VOB, AVI, ASF/WMA/WMV, RM, QT/MOV/MP4 and transcode this to .flv. Note that transcoding will require extra lead time and if large numbers of files are supplied in formats other than .flv we cannot guarantee how quickly these may be ready for posting.
- Videos should be in the 4:3 aspect ratio, preferably 400x300px. If the video is not provided in this size we reserve the right to modify the original file to fit our video player. Aspect ratio doesn't really matter, in terms of the player. As long as the width is 400px, the video will just have extra space above and below it...in a 'widescreen' scenario. We cannot guarantee how quickly these may be ready for posting.
- We recommend that no individual clip be more than 3 mins in length. Videos longer than the recommended three minutes can increase streaming and slow computers. This frustrates the end user and increases the probability of exit rates.
- Video file size should be no larger than 90 KB.
- The .flv encoding options below are meant to have good quality with the smallest possible file size. The .flv video bitrate should be 225Kbps or 350Kbps. As long as 225Kbps looks acceptable, use that. Some videos will need the 350 though, depending on their content/filters/motion etc. 225 is fine most of the time though.
- The .flv audio bitrate should be 48Kbps @ 22,500Hz and Mono for normal voice. If audio quality requirements are higher (a sample of music for example) then use 64, 96 or even 128Kbps, all at 44100Hz.

Click Tracking Instructions For Promotional Flash Banner Ads For Flash Version 7.0+ Users

1. If you are using Flash version 7.0+, the appearance of your screen may differ. Please visit http://www.macromedia.com/resources/richmedia/tracking/designers_guide/ for reference.
2. The syntax for version 7.0+ is slightly different. Select the layer that contains your button. Open your Actions panel and copy and paste the code EXACTLY as follows (i.e. Do not modify the code):

```
on (release) { if ( _level0.clickTag.substr(0,5) == "http:") { getURL( _level0.clickTag, "_blank"); } }
```
3. Alternatively, some users find it helpful to place a button on a new layer at the very bottom of all other layers. If you choose this method, turn off all the other layers to isolate the button, associate the action with the button, and then manually paste the following clickTAG code into the actions window EXACTLY as shown (i.e. Do not modify the code):

```
on(release) { getURL(clickTag, "_blank"); }
```

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Penton Rights Dispensation Short Form

Please confirm via reply to this communication that Penton [Business] Media, Inc., dba [REDACTED] magazine has the right to use the [REDACTED] material provided and that the same will not violate the rights of any third party. Additionally, please confirm that you have not made and will not make any disposition of any copyright or other interest in the material provided, in whole or in part, that would interfere with our rights, and the full use and enjoyment thereof by [REDACTED] magazine.

Please complete, sign and fax this agreement to Dannielle Kent at (913) 514-3727

or

Copy and paste it into an email to Dannielle Kent (dannielle.kent@penton.com) along with the client's agreement to it

We only require this agreement to be signed once for all the client videos placed on our Web site.

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In Banner Registration Ads - 300x250 pixels

Sold on a CPM (cost-per-thousand) or CPL (cost-per-lead) basis

Logo and/or subtle background image. Please send as JPG/.psd file at 300 resolution

Specify what information the user is required to enter and what is optional (name, email address, job title, etc.)

Additional survey questions (with multiple choice answers). Please limit to two questions. Note – the user's answer is limited to 250 words. This limitation will have to be included in the form if this option is selected.

Copy of the white paper or whatever it is they're promoting as a download. Send as PDF

Please be aware that the art work and phrasing within the banner registration ad should be compelling enough to persuade the user to click on the ad.

E-Mail address to forward weekly leads

Format: JPEG and Photoshop files

File size: less than 1 MB

Material due: 1 week prior to posting

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

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White Paper Postings - Sold on a quarterly basis.

728x90, 300x250 & 180x150 pixel ads (these will run throughout the Web site for promotional purposes and on the landing page)

Format: GIF, Animated GIF, JPEG, HTML, Flash (see below for ClickTag instructions), Rich Media*

File size: 40K or less

Company logo – 300 pixels per inch and about 5 inches wide, GIF, JPEG

White paper (must meet editorial approval) in PDF format no larger than 1 MB. This decreases frustration the online user may have because of a slow Internet connection.

White paper executive summary

3 qualifying questions to include in registration form

Registration form answer options and required form fields (see registration form example below)

E-Mail address to forward weekly leads

Material due: 3-4 weeks prior to posting

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

Complete the form below to download the study.

* Required

* Name:	<input type="text"/>
* Email:	<input type="text"/>
* Job Title:	<input type="text"/>
* Industry:	<input type="text"/>
* Company:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Zip:	<input type="text"/>
* Phone Number:	<input type="text"/>
* Country:	<input type="text"/>

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Ask The Experts

Exclusive rights to sponsored category. Sold on a quarterly basis.

728x90, 300x250 and 180x150 pixel ads (these will run throughout the Web site for promotional purposes and exclusively in sponsored category)

Format: GIF, Animated GIF, JPEG, HTML, Flash (see below for ClickTag instructions), Rich Media

File size: 30K or less

Expert's Headshot – 76x86 pixels (static)

Expert's Name, Title, Company Name, Expert or Company City and State

Expert's Background Information – can be up to 100 words. Include the types or categories of questions a reader might ask – this will help to generate higher quality questions.

URL Address – provide destination URL (ex. www.penton.com) and display text (ex. [Penton Media](#)) to be included in the Expert box.

E-Mail Address – this is public and located within the Expert box. A general company E-Mail address can be used or we can set up a special Ask The Expert E-Mail address.

Phone Number – we recommend a general toll free number or sales number

Company logo – 120x60 GIF, JPEG

E-Mail Addresses of everyone including Expert who will want to be copied when a question is asked.

2 or 3 seed questions to get the category Q & A started

Expert will be given a 15-minute administration training session

Material due: 4 weeks prior to posting

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

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Modern Baking/ Baking Management **Custom Content Sponsorship**

Custom Content Sponsorships aggregate *Modern Baking/Baking Management* and client-supplied content on a specific topic. Sponsors will enjoy recognition as topical experts through co-branded landing pages and live logo placement on subsequent client-content pages within.

Deliverables:

- Branded landing page with client-supplied content integration and display ads
- Prominent live logo on subsequent client-content pages linked from landing page
- 90 day ROS promotion in the Sponsored Editorial Corner
- 90 day minimum term

Specs and Process:

- Conference with product development group 30 days prior to launch to review scope and objectives
- Materials and Content due 15 business days prior to start for implementation and testing
- 300 PPI Logo
- 728x90 and 300x250 ad creative
- GIF, Animated GIF, JPEG, HTML, Flash, Rich Media
- File size: 40K or less
- Send all materials to:
danielle.kent@penton.com and
amanda.miller@penton.com

Online Mechanical Specs & Advertiser Deliverables

Web site Skin/Homepage Takeover

For the background Web site Skin -

The background image would accommodate any of the white area surrounding the content and below the top navigation with a file size of less than 40K saved in JPEG format. The image can tile globally or vertically or could be one single image of around 1200x600 at 72ppi. Larger would be fine also so long as it doesn't increase the file size. The content area remains as a white background. Advertiser image must be approved by the Publisher prior to launch.

For the Homepage banner ads -

- Accepted formats: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblaster, Pointroll, Enliven, Bluestreak, Motif.
- Non-accepted formats: Java, Java Applet.
- 3rd Party Ad Serving: we will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.
- Banner specs: 728x90 = 35kb; 300x250 = 35kb; 180x150 = 35kb Maximum Frames = 4; Maximum Loops = 3 times

All material due 2 weeks prior to post

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

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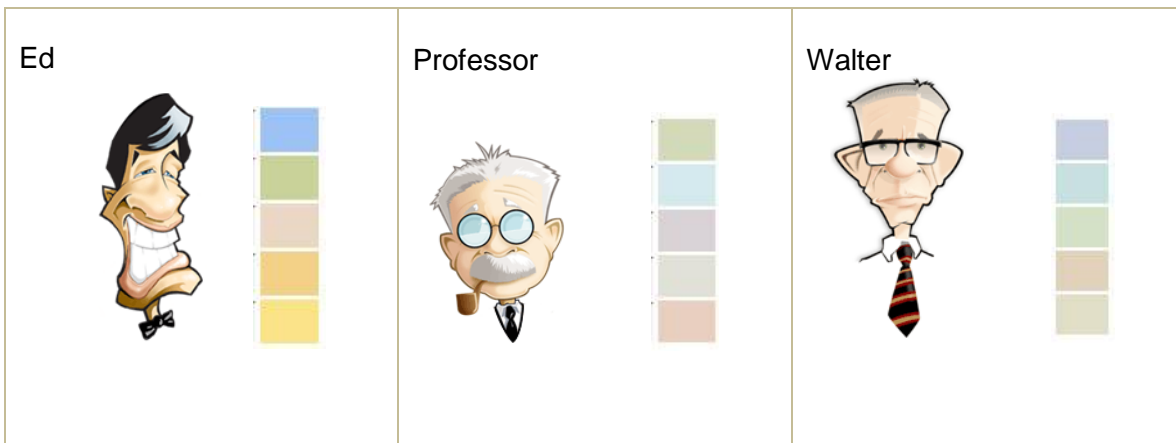
Pop Quiz - see below for Penton Media Pop Quiz details

728x90, 300x250 & 180x150 pixel ads (these will run throughout the Web site for promotional purposes)

Material due: 4 weeks prior to posting

Send material to: dannielle.kent@penton.com and amanda.miller@penton.com

1. Contest Title
See Appendix A for an example.
2. Sponsor Logo
Please supply an image of your logo in .psd or .eps format. If it isn't available in one of those formats, we'll need the highest quality jpg you can supply.
3. Choose the Character & Background Color
See Appendix B below for examples of how the characters look in the finished popquiz.



4. Is this a giveaway?
See Appendix A for an example
 - Please supply text describing the prize (50 characters maximum)
 - Please supply an image of the prize you are giving away. We must have permission to use the image of the prize, so some options include:
 - Use an image that your staff has created. If the prize is one of your company's products, that works nicely.
 - Penton can provide an image of an iPod that we've created which you are welcome to use,
 - Obtain written permission from a third party whose product you are giving away as a prize.

We can't use an image we've downloaded from another website (ie. Starbucks Gift Certificate) without their written permission.

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Pop Quiz, cont'd

5. Welcome Text

See Appendix A for an example.

6. Introductory Text

See Appendix A for an example. 600 characters maximum, including spaces

7. Questions and answer options

- There is no limit to how many questions can be included in the quiz.
- All questions are in multiple choice format with *one correct answer* and unlimited answer options.
- There is a 500 character maximum, including spaces for each question and each answer option.
- Please indicate which answer options are correct.

8. Required Fields

See Appendix A for an example.

- First Name – always included, always required
- Last Name – always included, always required
- Email – always included, always required
- Company – always included, your choice to make **required** or **not required**
- Title – always included, your choice to make **required** or **not required**

9. User Questions

You may include an unlimited number of custom demographic questions (ie. How many people are in your company? What is your primary job function?) These can be **fill-in the blank** or **select one from a drop-down list**. Both type of answer has a 100 character maximum. See Appendix A for an example.

10. Scoring Method

Select one of the following scoring methods

- Permit multiple submission, store all
- Permit multiple submission, store last
- One submission per unique email address

11. What message do you want on the results pages to include, based on the user's score?

See Appendix A for an example. Each result page must be 100 characters or less (Italics below represents some sample copy we've used before. You're encouraged to come up with your own, but welcome to use this copy.)

- Perfect Score: *You are a genius! Are we related?*
- 75%-99% Correct: *Your Mother would be proud. But aren't mothers proud of just about everything?*
- 50%-74% Correct: *You are Average. Thanks for taking the time to elevate my stature!*
- 25%-49% Correct: *It's a start! You can't all be me!*
- 0%-24% Correct: *It could be worse. You could be burdened with my unlimited charisma.*

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Pop Quiz, cont'd

12. Sponsor's message on the results page (optional)

If you would like to include a message on the results page, including a link back to your site, please provide the text and link information. This would appear on all results pages, regardless of the user's score.

Appendix A: Help File

1. Quiz page

The screenshot shows a web browser window displaying the 'Fluke Power Quality Challenge' page. The page features a cartoon character, a prize image of a Garmin GPS, and a registration form. Labels on the left and right sides identify various elements of the page.

Page Title: Fluke Power Quality Challenge - Windows Internet Explorer

Subdirectory Name: http://popquiz.ecmweb.com/Fluke-10-2008/

Contest Title: Welcome to the Fluke Power Quality Challenge

Character (Ed): The cartoon character on the left side of the page.

Prize image and/or description: The image of the Garmin GPS unit with the text 'Enter for a chance to win a Garmin™ Nu40 260W GPS valued at almost \$350!'.

Sponsor Logo: The FLUKE logo.

Welcome Text: 'Welcome to the Fluke Power Quality challenge!'

Introduction Text: 'Uncover everything your electrical system is hiding! Find out what you need to know to recognize the symptoms of power quality problems and learn more about Fluke's easy-to-use power quality tools, information resources, and training. Visit HiddenPowerProblems.com for all the details!'

Promotion Text: 'Make it even easier to find things with a new Garmin™ GPS unit. Register here!'

Questions: 'Which of the following might be indicators of bad power quality?'

Answer Options: a. Flickering lights, b. Equipment randomly resetting, c. Frequent equipment failures, d. Overheating equipment, e. All of the above

Required Fields: First Name *, Last Name *, Email *, Company *, Title *

User Fields: 'What is your awareness of power quality? Please rate on a scale from 1-10, 1 not at all familiar and 10 being very familiar.', Career work experience in number of years: [input field]

Buttons: SUBMIT

Online Mechanical Specs & Advertiser Deliverables

Pop Quiz, cont'd

2. Quiz Results Page

The screenshot shows a Windows Internet Explorer browser window displaying the 'Fluke Power Quality Challenge' quiz results page. The browser's address bar shows the URL: <http://popquiz.ecmweb.com/Fluke-10-2008/default.aspx>. The page content includes a cartoon character on the left, a 'Welcome to...' message, a score of 75%, and promotional text for 'HiddenPowerProblems.com'. Annotations point to 'Result Message Q1' and 'Sponsor Result Message'.

Fluke Power Quality Challenge - Windows Internet Explorer

http://popquiz.ecmweb.com/Fluke-10-2008/default.aspx

Welcome to the **Fluke Power Quality Challenge** **EC&M**
Sponsored by **Fluke** **See the Rules**

Enter for a chance to win a
Garmin™ Nuvi® 260W GPS
valued at almost \$350!
FLUKE.

Welcome to...

Welcome to the Fluke Power Quality challenge!

You got a score of 75%

Your Mother would be proud. Find out more at HiddenPowerProblems.com and make her even MORE proud!

Go there now! HiddenPowerProblems.com

Trv Again

Result Message Q1

Sponsor Result Message

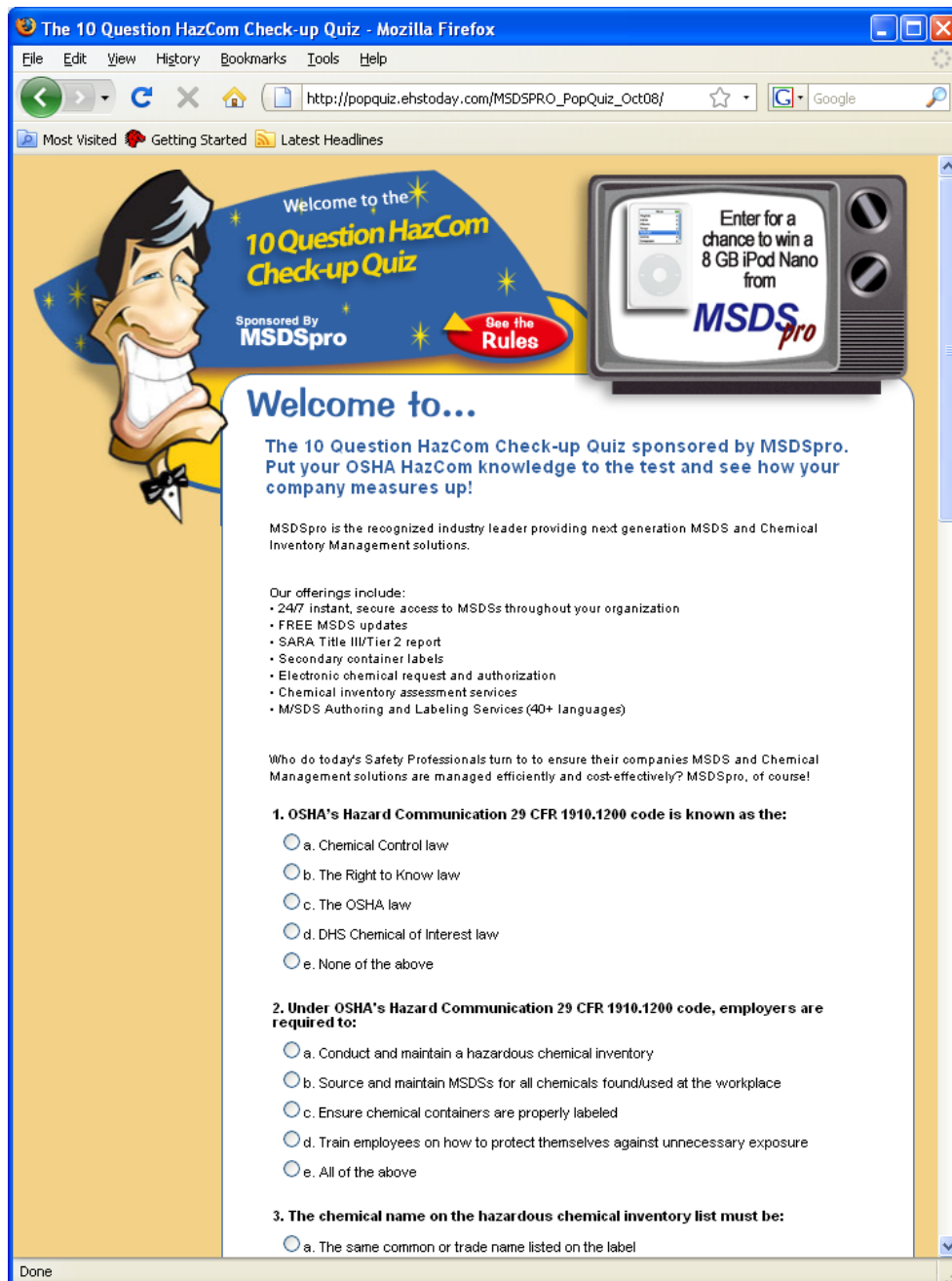
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Pop Quiz, cont'd

Appendix B: Examples of Pop Quiz Characters

1. Ed the Game Show Host Character

This is an example of a real quiz using the Ed character. Also note that the prize for this quiz is an iPod in which we used Penton's image of an iPod.



The screenshot shows a Mozilla Firefox browser window with the following content:

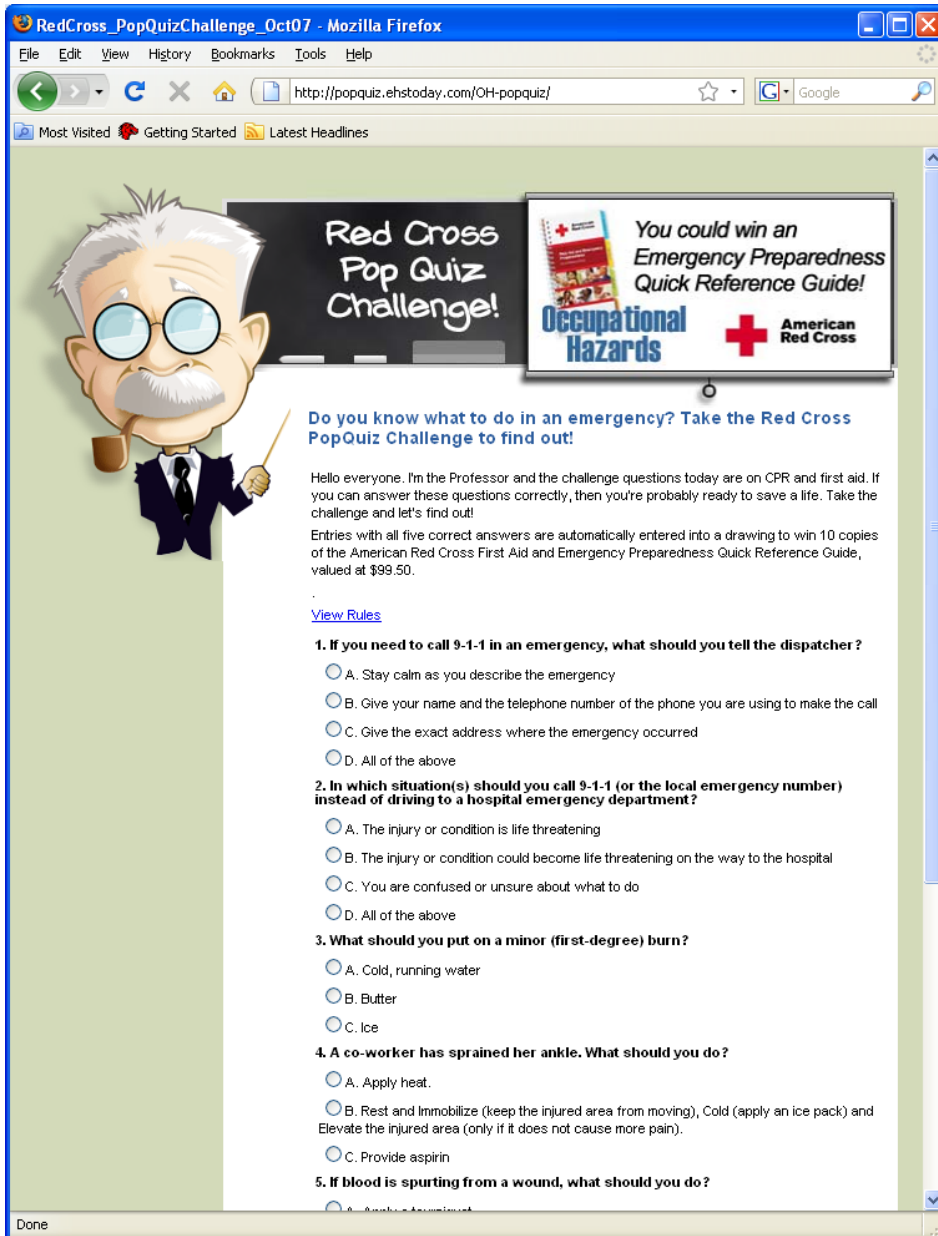
- Browser Title:** The 10 Question HazCom Check-up Quiz - Mozilla Firefox
- Address Bar:** http://popquiz.ehstoday.com/MSDSPRO_PopQuiz_Oct08/
- Page Header:** Welcome to the 10 Question HazCom Check-up Quiz. Sponsored By MSDSpro. See the Rules.
- Image:** A television set displaying the text: "Enter for a chance to win a 8 GB iPod Nano from MSDSpro".
- Main Content:**
 - Welcome to...**
 - The 10 Question HazCom Check-up Quiz sponsored by MSDSpro. Put your OSHA HazCom knowledge to the test and see how your company measures up!**
 - MSDSpro is the recognized industry leader providing next generation MSDS and Chemical Inventory Management solutions.
 - Our offerings include:
 - 24/7 instant, secure access to MSDSs throughout your organization
 - FREE MSDS updates
 - SARA Title III/Tier 2 report
 - Secondary container labels
 - Electronic chemical request and authorization
 - Chemical inventory assessment services
 - M/SDS Authoring and Labeling Services (40+ languages)
 - Who do today's Safety Professionals turn to to ensure their companies MSDS and Chemical Management solutions are managed efficiently and cost-effectively? MSDSpro, of course!
 - 1. OSHA's Hazard Communication 29 CFR 1910.1200 code is known as the:**
 - a. Chemical Control law
 - b. The Right to Know law
 - c. The OSHA law
 - d. DHS Chemical of Interest law
 - e. None of the above
 - 2. Under OSHA's Hazard Communication 29 CFR 1910.1200 code, employers are required to:**
 - a. Conduct and maintain a hazardous chemical inventory
 - b. Source and maintain MSDSs for all chemicals found/used at the workplace
 - c. Ensure chemical containers are properly labeled
 - d. Train employees on how to protect themselves against unnecessary exposure
 - e. All of the above
 - 3. The chemical name on the hazardous chemical inventory list must be:**
 - a. The same common or trade name listed on the label

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Pop Quiz, cont'd

2. Professor Character

This is an example of a real quiz using the Professor character. Notice that in this case, the client has used their own product as the prize.



RedCross_PopQuizChallenge_Oct07 - Mozilla Firefox

http://popquiz.ehstoday.com/OH-popquiz/

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Red Cross Pop Quiz Challenge!

You could win an *Emergency Preparedness Quick Reference Guide!*

Occupational Hazards American Red Cross

Do you know what to do in an emergency? Take the Red Cross PopQuiz Challenge to find out!

Hello everyone. I'm the Professor and the challenge questions today are on CPR and first aid. If you can answer these questions correctly, then you're probably ready to save a life. Take the challenge and let's find out!

Entries with all five correct answers are automatically entered into a drawing to win 10 copies of the American Red Cross First Aid and Emergency Preparedness Quick Reference Guide, valued at \$99.50.

[View Rules](#)

- 1. If you need to call 9-1-1 in an emergency, what should you tell the dispatcher?**
 - A. Stay calm as you describe the emergency
 - B. Give your name and the telephone number of the phone you are using to make the call
 - C. Give the exact address where the emergency occurred
 - D. All of the above
- 2. In which situation(s) should you call 9-1-1 (or the local emergency number) instead of driving to a hospital emergency department?**
 - A. The injury or condition is life threatening
 - B. The injury or condition could become life threatening on the way to the hospital
 - C. You are confused or unsure about what to do
 - D. All of the above
- 3. What should you put on a minor (first-degree) burn?**
 - A. Cold, running water
 - B. Butter
 - C. Ice
- 4. A co-worker has sprained her ankle. What should you do?**
 - A. Apply heat.
 - B. Rest and immobilize (keep the injured area from moving), Cold (apply an ice pack) and Elevate the injured area (only if it does not cause more pain).
 - C. Provide aspirin
- 5. If blood is spurting from a wound, what should you do?**
 - A. Apply a tourniquet

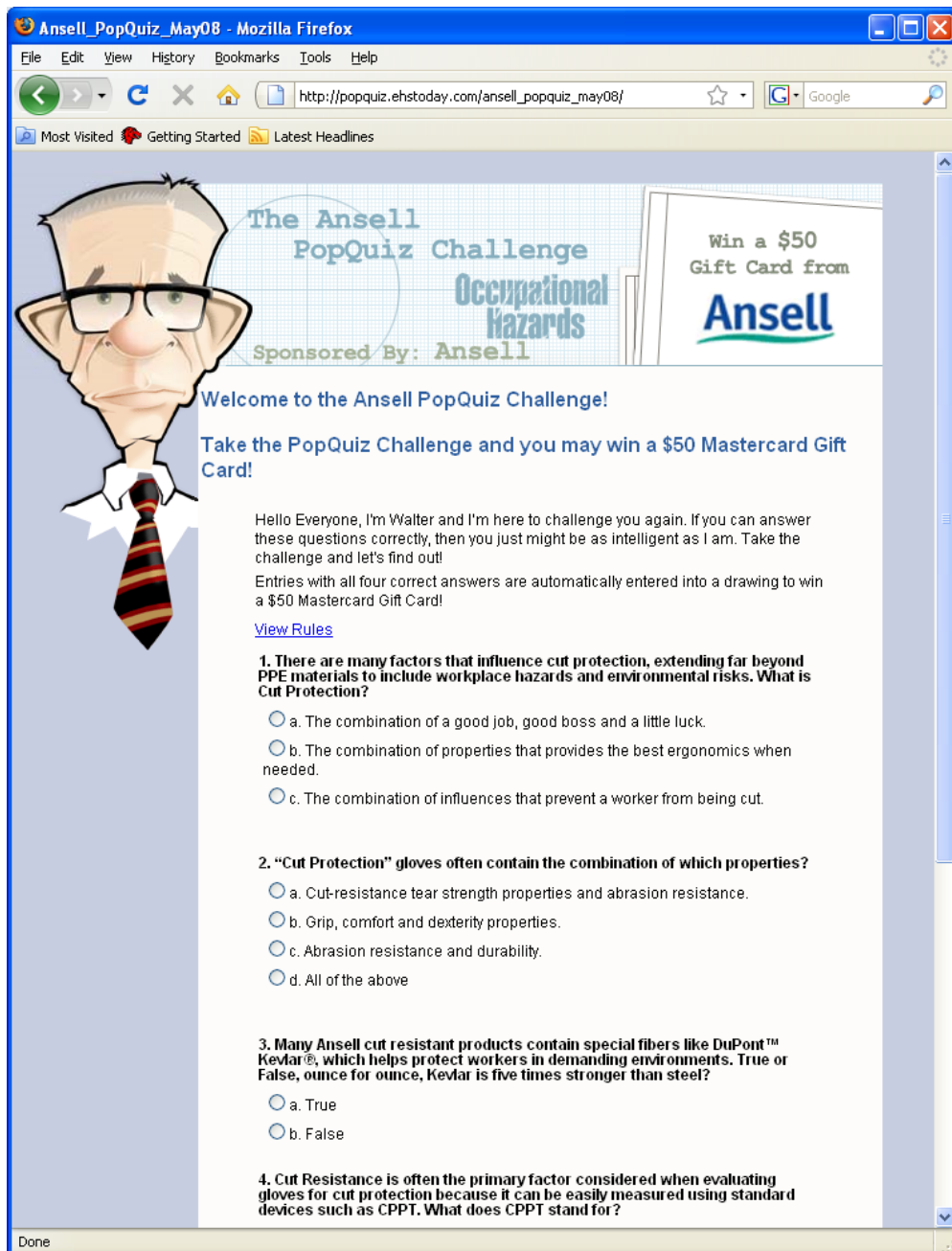
Done

Online Mechanical Specs & Advertiser Deliverables

Pop Quiz, cont'd

3. Walter Character

This is an example of a real quiz using the Walter character. In this case, the prize is described, but not pictured.



The screenshot shows a Mozilla Firefox browser window titled "Ansell_PopQuiz_May08 - Mozilla Firefox". The address bar shows the URL "http://popquiz.ehstoday.com/ansell_popquiz_may08/". The page content includes a cartoon character named Walter, a welcome message, and three multiple-choice questions about cut protection. The questions are:

1. There are many factors that influence cut protection, extending far beyond PPE materials to include workplace hazards and environmental risks. What is Cut Protection?

- a. The combination of a good job, good boss and a little luck.
- b. The combination of properties that provides the best ergonomics when needed.
- c. The combination of influences that prevent a worker from being cut.

2. "Cut Protection" gloves often contain the combination of which properties?

- a. Cut-resistance tear strength properties and abrasion resistance.
- b. Grip, comfort and dexterity properties.
- c. Abrasion resistance and durability.
- d. All of the above

3. Many Ansell cut resistant products contain special fibers like DuPont™ Kevlar®, which helps protect workers in demanding environments. True or False, ounce for ounce, Kevlar is five times stronger than steel?

- a. True
- b. False

4. Cut Resistance is often the primary factor considered when evaluating gloves for cut protection because it can be easily measured using standard devices such as CPPT. What does CPPT stand for?

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Pop Quiz, cont'd

QuestTechnologies_PopQuiz_Mar08 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://popquiz.occupationalhazards.com/QuestTechnologies

Getting Started Latest Headlines

Penton New Media - Task #9202 Contest Administration Tools QuestTechnologies_PopQuiz_Mar...

headerb.gif 67 x 183 headerf.jpg 207 x 183 headerc.jpg 264 x 183

headera.gif 171 x 183

Quest Technologies Pop Quiz

Sponsored by Quest Technologies

Win a NoisePro DL Unit!

Occupational Hazards QUEST THE SYSTEM SOLUTION

headerd.gif 171 X 123

headere.gif 67 X 123

Take the PopQuiz Challenge and you may win one of our NoisePro DL Units valued at \$1,690!

Hello Everyone, I'm the Professor and I'm here to challenge you again. If you can answer these questions correctly, then you just might be as intelligent as I am. Take the challenge and let's find out!

Entries with all five correct answers are automatically entered into a drawing to one of our NoisePro DL Units – the prize includes the NoisePro-DL Datalogging Noise Dosimeter with class 2 pendant microphone, computer interface cable, microphone windscreen, calibrator adapter and storage case. Valued at \$1,690.

Win a NoisePro DL Unit!

[View Rules](#)

1. Under U.S. OSHA regulations, the Permissible Exposure Level (PEL) of occupational noise is 90 dBA for eight hours and equates to 100% dose exposure. The Action Level to place employees in a hearing conservation program is 85 dBA during an eight hour shift. What is the percentage dose exposure of the Action Level?

(a) 90%

(b) 85%

(c) 50%

Find: OH Next Previous Highlight all Match case Reached end of page, continued from top

Done