

SponsorSelect Creative Specs

Title Sponsor

- Copy: 80 characters or less, including spaces.
- Landing Page URL
- 600x600 static banner (Max 60 KB) for Large Format layout
- 300x250 or 125x125 static banner (Max 30 KB)

Feature Sponsor

- Copy: 80 characters or less, including spaces.
- Landing Page URL
- 300x250 or 125x125 static banner (Max 30 KB)

Consumer Pathway

- User is presented SponsorSelect In-line, as an overlay or in video.
- User is given 30 seconds to select sponsor.
- Once user selects sponsor ad unit closes and Landing Page URL is opened.

Standard Layout

The screenshot shows a browser window displaying a page from BlogTV. At the top left is the BlogTV logo. At the top right is a 'Close' button with the text 'Keep eHarmony as my sponsor'. Below the logo is a horizontal line, followed by the text 'Brought to you by eHarmony or the sponsor you choose'. A red arrow points from the 'eHarmony' text to the label 'Title Sponsor'. Below this text is a grid of eight sponsor offers, each with a small image and text. A red bracket on the right side of the grid points to the label 'Feature Sponsor'. The offers include: Wal-Mart (free \$1,000 Walmart gift card), JC Penney (new JC Penney with a FREE \$1,000 gift card), Xbox 360 (free Xbox 360), Levi's Lotto (free \$100 for lottery tickets), and iPhone 4S & the new iPad (free iPhone 4S & the new iPad). At the bottom of the grid is a small disclaimer: 'We'll be taken directly to your selected offer after selecting. No information is shared with advertisers. You will be taken directly to your selected offer after selecting.'

Large Format

The screenshot shows a browser window displaying a page from BlogTV. At the top left is the BlogTV logo. At the top right is a 'Close' button with the text 'Keep eHarmony as my sponsor'. Below the logo is a horizontal line, followed by the text 'Brought to you by eHarmony or the sponsor you choose'. A red arrow points from the 'eHarmony' text to the label 'Title Sponsor'. Below this text is a large image of a smiling couple. Below the image is the text 'Want more than just a date? Try eHarmony, because Love Begins Here'. To the right of the image is a vertical list of sponsor offers under the heading 'Select a different sponsor:'. A red bracket on the right side of this list points to the label 'Feature Sponsor'. The offers include: Health Insurance (keep you family strong and healthy with low cost health insurance), iPhone 5 (free iPhone 5), \$500 Sears Gift Card (free Sears Gift Card worth \$500), and Mystery Shopping Insider (free starter kit). At the bottom of the list is a small disclaimer: 'You will be taken directly to your content after selecting. No information is shared with advertisers.'