



## Search for Solutions Partnership

[Enroll online](#) or for additional info email [adinfo@chronews.com](mailto:adinfo@chronews.com)

The [Search for Solutions Partnership](#) (SSP) provides support for the Chroniclers Community at ChroNews, a social networking site for wiz kids. It is a [Collaborative Community](#) committed to solving societal problems. Superlative solutions receive [Wise Chronicler](#) and [Cash 4 Advice Awards](#) underwritten by Solution Sponsors. SSP offers two different ways for Corporate Citizens to demonstrate a commitment to being part of the solution to societal problems with prices ranging from \$125.00 to \$26,375.00.

### GENERAL PROBLEM SOLUTION SPONSOR - RATE CARD

AD TYPE	AD PRICE	SET UP FEE	TOTAL
Leaderboard	\$936	\$125	\$1,061
Med Rectangle # 1	\$884	\$125	\$1,009
Med Rectangle # 2	\$832	\$125	\$957
Half Page	\$780	\$125	\$905
Wide Skyscraper	\$728	\$125	\$853
Skyscraper	\$676	\$125	\$801
3:1 Rectangle	\$624	\$125	\$749
Rectangle	\$572	\$125	\$697
Vertical Banner	\$520	\$125	\$645
Super Ad	\$468	\$125	\$593
Button One	\$416	\$125	\$541
Button Two	\$364	\$125	\$489
Listing	\$125	N/A	\$125

### SPECIFIC PROBLEM SOLUTION SPONSOR\* - RATE CARD

SPONSOR TYPE	AD TYPE	AWARD ESCROW*	AD PRICE	SET UP FEE	TOTAL
Sole Sponsor	Leaderboard	\$25,000.00	\$1,250	\$125	\$1,375
Co-Sponsor A <sup>1</sup>	Leaderboard	12,500.00	\$1,350	\$125	\$1,475
Co-Sponsor B <sup>2</sup>	Med Rec # 1	12,500.00	\$1,350	\$125	\$1,475
Tri-Sponsor A <sup>1</sup>	Leaderboard	12,500.00	\$1,450	\$125	\$1,575
Tri-Sponsor B <sup>2</sup>	Med Rec # 1	12,500.00	\$1,450	\$125	\$1,575
Tri-Sponsor C <sup>3</sup>	Med Rec # 2	12,500.00	\$1,450	\$125	\$1,575
1. First to Enroll	2. Second to Enroll	3. Third to Enroll			

\*In addition to purchasing advertising, a Specific Problem Solution Sponsor pledges funds for Cash 4 Advice Awards. The Sponsor holds the funds in escrow until the Community has determined a superlative solution to the sponsored problem has been proposed and adequately vetted. The Grand Prize is \$15,000.00, the First Prize is \$7,500.00 and the Second Prize is \$2,500.00. The Solution Sponsor, at a public event (such as a Press Conference) shall have the right to present the Cash 4 Advice Award directly to the recipient(s).

1 – Until exiting Beta, ChroNews will feature Flat Rate Ad Pricing only. The ads for all [“Search for Solutions Sponsors”](#) will run through the BETA period (in any event not less than fifty-two (52) weeks).

2 – The Set-Up fee is a one time administrative charge for establishing an internal account for the sponsor and for manually inputting the sponsor’s information into the [Directory of Solutions Sponsors](#).

### Payment Terms & Discounts

ChroNews offers a fifteen (15%) percent discount for all pre-paid enrollment in SSP. A seven (7%) percent discount when you pre-pay half at the time of purchase and the other half in thirty days. You may also budget your SSP enrollment costs over 3 installments. The initial installment is due at time of purchase, an additional third due in thirty days and the final installment sixty days from date of purchase.

### ADVERTISING SPECIFICATIONS

AD TYPE	IAB PIXEL DIMENSION	PLACEMENT chronews.com	MAX INITIAL FILE WEIGHT	ANIMATION MAX LENGTH	PLACEMENT <i>Chronicles</i>	PRINT AD QUALITY
Leaderboard	728 x 90	unlimited	40k	15 sec	4 available	300 dpi
Med Rectangle # 1	300 x 250	unlimited	40k	15 sec	2 available	300 dpi
Med Rectangle # 2	300 x 250	unlimited	40k	15 sec	2 available	300 dpi
Half Page Ad	300 x 600	unlimited	40k	15 sec	not available	N/A
Wide Skyscraper	160 x 600	unlimited	40k	15 sec	not available	N/A
Skyscraper	120 x 600	unlimited	40k	15 sec	3 available	300 dpi
3:1 Rectangle	300 x 100	unlimited	40k	15 sec	not available	N/A
Rectangle	180 x 150	unlimited	40k	15 sec	8 available	300 dpi
Vertical Banner	120 x 240	unlimited	30k	15 sec	2 available	300 dpi
Super Ad*	720 x 300	unlimited	40k	15 sec	not available	N/A
Button One	120 x 90	unlimited	20k	15 sec	2 available	300 dpi
Button Two	120 x 60	unlimited	20k	15 sec	2 available	300 dpi
Search Ad**	468 x 60	unlimited	40k	15 sec	not available	N/A
Listing	Info about your company in the online Directory of Solutions Sponsors - see <a href="#">Sample</a>					

\*The Super ad on the bottom of each ChroNews page is not a standard IAB size. \*\*Search ads allow an ad to be displayed whenever a specific word is searched and are sold by the "word". Email [adinfo@chronews.com](mailto:adinfo@chronews.com) for more info. 100k secondary load file size allowed for Rich Media. All locally served ads require a SWF, FLA, GIF or JPG and a click-through URL. Bordered and non-bordered ads must not exceed the above dimensions. All print ads must be delivered "borderless".

### EXPANDABLE ADS (Online Only)\*

AD TYPE	EXPANSION DIRECTION	MAX SIZE EXPANDED
Leaderboard	Down	728 x 270
Med Rectangle	Left	420 x 250
Half Page Ad	Left	420 x 600
Wide Skyscraper	Left	420 x 600
Skyscraper	Left	240 x 600
3:1 Rectangle	Left	420 x 100
Rectangle	Left	300 x 150
Vertical Banner	Left	240 x 240
Super Ad	Upward	720 x 420
Button One	not applicable	not applicable
Button Two	not applicable	not applicable

\*All Expandable Ads must be Third Party served.



## CREATIVE SPECIFICATIONS

Online ads are 72 dpi, print edition ads are 300 dpi.

Acceptable Formats include GIF, JPG, SWF, Rich Media & Third Party Served Ads.

Maximum for any animation is 30-seconds.

Sounds associated with ads must be user-triggered by a click and not a mouse over or rollover and include "Play" and "Stop" controls.

A maximum of three additional loads of not more than 50K per load may be triggered after user moves cursor over or clicks on an ad.

The preferred Flash frame rate is 12 fps and must be less than 18 fps.

## PROHIBITED ADS

Gambling, Adult Content, Pop-Up, Pop-Under and faux functionality ads are not allowed.

## SUBMISSION GUIDELINES

Email ad submissions to [adbuy@chronews.com](mailto:adbuy@chronews.com). All pertinent info and creative must be received a minimum of forty-eight (48) hours prior to live date and include the following:

1. Advertiser name,
2. Legitimate URL
3. Creative files
4. Size
5. Placement
6. Run dates.

## INFORMATIONAL LINKS

[Search for Solutions Partnership](#)   [About You](#)   [About ChroNews](#)   [About Chronicles](#)

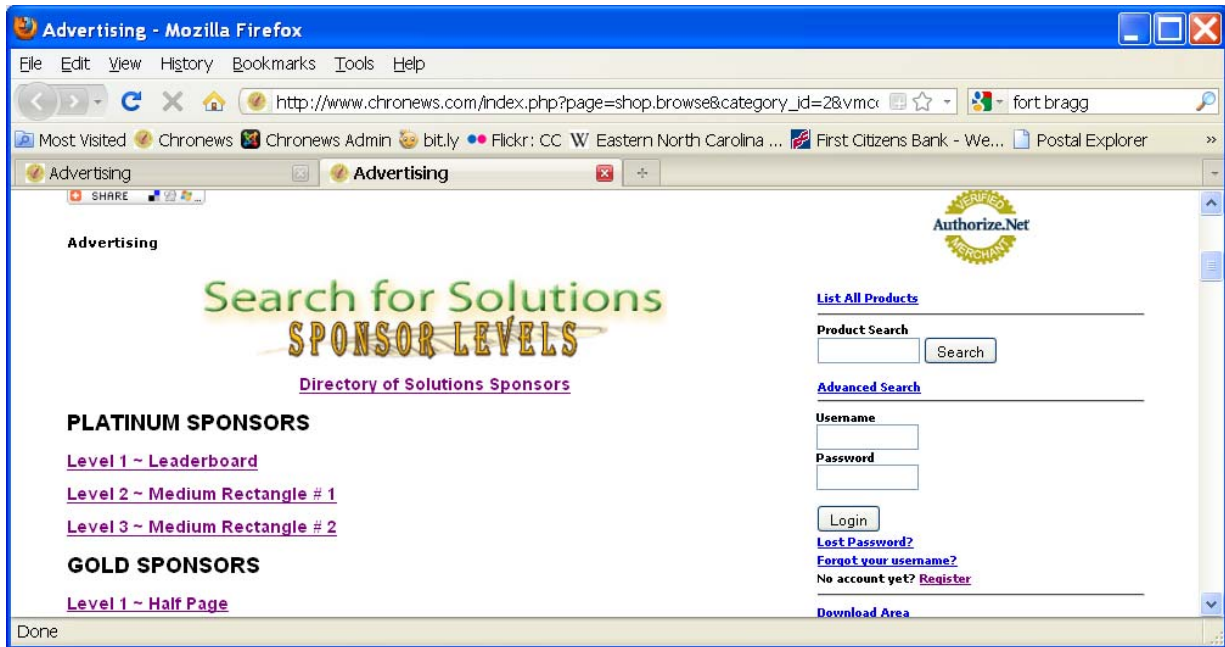
[Collaborative Community](#)   [Wise Chronicler](#)   [Cash 4 Advice Awards](#)   [Sponsor Solutions](#)

[Enroll online](#) or for additional info email [adinfo@chronews.com](mailto:adinfo@chronews.com)

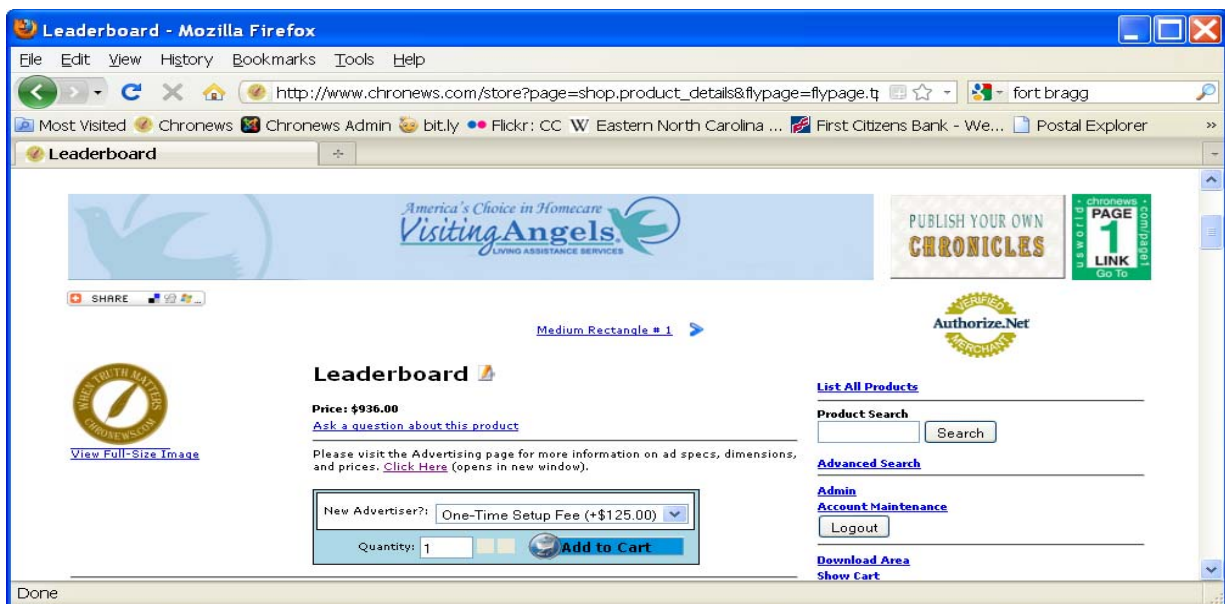
# Search for Solutions Partnership

## HOW TO ENROLL ONLINE

1. [Create Account](#) at ChroNews Dot Com.
2. Navigate to [Sponsor Level](#) and Login.

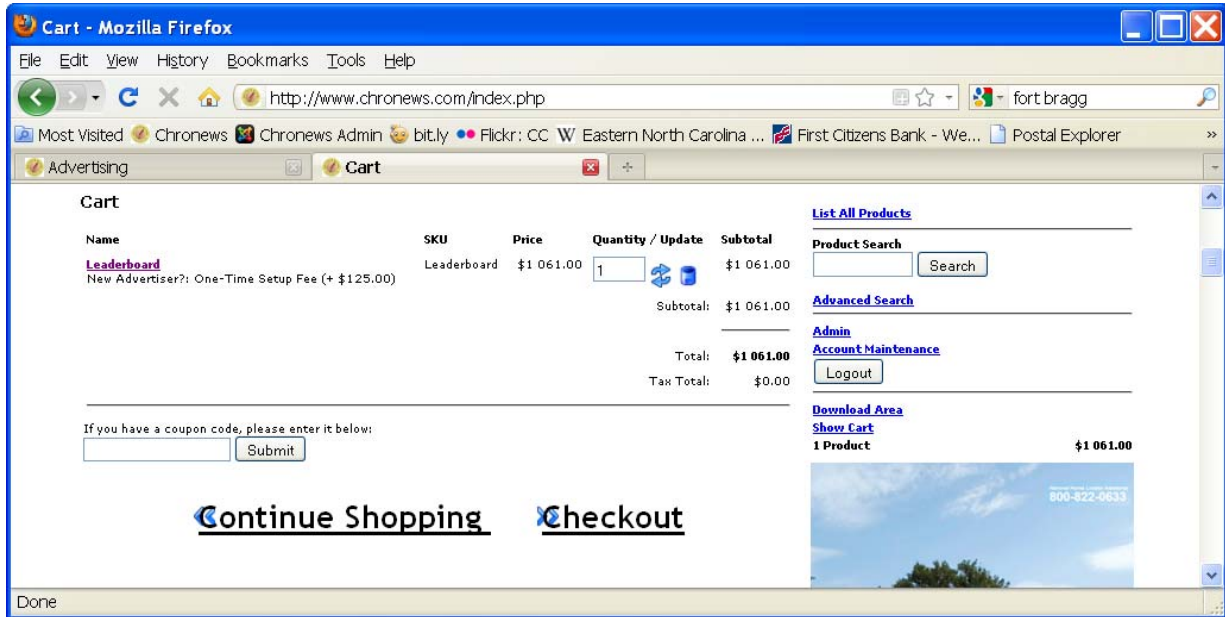


3. Select your desired level of enrollment (see page 1 above for rates). If you select Platinum Sponsor ~ Level 1 Leaderboard, you will see a page like this:

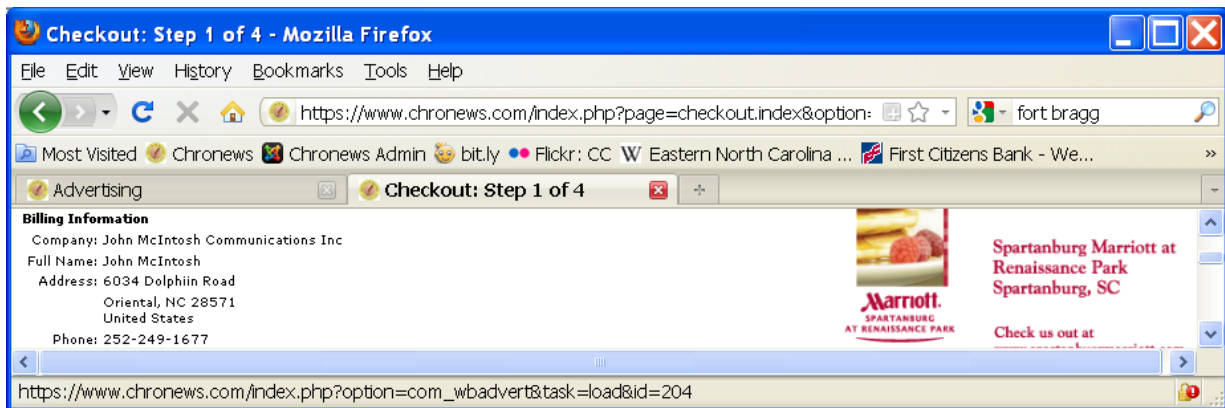


4. New Advertisers just click the "Add to Cart" icon and the following page will load.

5. Click "Checkout" or "Continue Shopping".



6. Check the accuracy of the Billing Information and click "Next" to continue.



7. Keep clicking "Next" until you can enter the correct credit card info page.

