

A1 Spec IAB: scrape <http://directory.iab.net/>

(a) **scrape IAB Categories (cats)** (you can see these in the source of <http://directory.iab.net/> - keep the cat IDs intact in case of future changes and matching - value="33726">Books & Literature, etc);

(b) **scrape IAB site info:**

- you will have to scrape these by categories to get all the results;

- http://directory.iab.net/search_results.jsp?startIndex=20

- example: <http://directory.iab.net/datacard.jsp?id=308249>

iabID: 308249 (from the URL)

iabName: Baltimore Sun

iabPublisher: Tribune Company

iabURL: baltimoresun.com (drop www, if present, do not drop any other prefixes

such as m.baltimoresun.com)

iabDescription: The Baltimore Sun is the #1 newspaper and #1 news & information

website in market.

iabUniques: 2200000 (normalize: remove ', ' etc)

iabChannels: Online Display Program (some of these have more than one channel)

iabCategories: National News, International News, Business, Local News, News....

(from A1a)

iabPlacements: 300x250,336x280,..... (these should be stored in another table)

iabMember: yes, no (0,1) - if = 1 the "iab member" icon is present on the page

- use our names for the mySQL field names, eg, iabPlacements

(c) **extJ4 UI:** create a small UI with searchable/sortable results in default extJS4 theme and modules.

- just a table with all the above data fields;

- some fields will be searchable;

-- see attached screen shot on next page



labPublisher **Publisher:** Tribune Company

labURL **Website:** <http://www.baltimoresun.com>

labUniques **Monthly Uniques:** 2,200,000
Last Updated: 9/11/2012

labDescription **Description:** The Baltimore Sun is the #1 newspaper and #1 news & information website in market.

labChannels **Channel(s):** Online Display Program

labCategories **Category(s):** Local News, News, International News, Arts & Entertainment, Real Estate, Food & Drink, Society, Business, National News, Health & Fitness

Placements & Ordering

Placement	Impressions/Mo.	Rate
300 x 250 Cube (Medium Rectangle)	not provided	Inquire
336 x 280 Large Rectangle	not provided	Inquire
300 x 600 Half Page	not provided	Inquire
728 x 90 - Leaderboard	not provided	Inquire
160 x 600 Wide Skyscraper	not provided	Inquire
234 x 60 - Half Banner	not provided	Inquire
468 x 60 - Banner	not provided	Inquire
970 x 30 - Pencil	not provided	Inquire
400 x 60 - Mini Banner	not provided	Inquire

Ordering Details

Minimum Buy: not provided
Lead Time: not provided
Cancellation Fees: not provided

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Targeting & Profile

Education		
Education	81%	1,782,000
Home Owner		
Home Owner	76%	1,672,000
Household Income		
Household Income	41%	902,000

Male: 61%
Female: 39%
Average Income: \$91,609
Targeting: Education, Home Owner, Household Income, Occupation, Targeting