

To: [REDACTED]; 'Erin Foxworthy'
[REDACTED]; 'Joanna Ging' <jging@youtube.com>
From: Jen Sida <jen@youtube.com>
Cc: [REDACTED];
[REDACTED]; [REDACTED];
[REDACTED]; anna@youtube.com <anna@youtube.com>
Bcc:
Received Date: 2006-12-04 20:58:42 GMT
Subject: RE: Directors Videos URL

Crystal- Can you let me know what days you wanted to run the Director's placement?

Jen Sida | Account Manager|

1000 Cherry Ave. 2nd Floor | San Bruno, Ca 94066

pho [REDACTED]

fax: [REDACTED]

email: jen@youtube.com

<http://www.youtube.com/>

From: [REDACTED]
Sent: Monday, December 04, 2006 10:16 AM
To: 'Erin Foxworthy'; 'jen sida'; 'Joanna Ging'
Cc: [REDACTED]; anna@youtube.com
Subject: RE: Directors Videos URL

Hey There,

I already sent this last week, but here it is again just in case:

<http://www.youtube.com/watch?v=kt0SWWId2rY>

Thanks,

Crystal

From: Erin Foxworthy [mailto: [REDACTED]]
Sent: Saturday, December 02, 2006 3:01 PM
To: jen sida; 'Joanna Gind'; [REDACTED]
Cc: [REDACTED]
anna@youtube.com
Subject: Re: Directors Videos URL

Hi Jen-

Can we use them next week for Rocky please? Crystal can provide the URL.

-----Original Message-----

From: "Jen Sida"
Sent 12/1/2006 3:00:32 PM
To: "Joanna Gind"; [REDACTED]
Cc: [REDACTED]
anna@youtube.com
Subject: RE: Directors Videos URL

Hi everyone,

I just wanted to confirm that the Director's Videos are not live on site- we are waiting for you to send the URL of the other film you would like for this placement.

Please let us know if you have any questions.

Thank you,

jen

Jen Sida | Account Manager|

1000 Cherry Ave. 2nd Floor | San Bruno, Ca 94066

phone: [REDACTED]

fax: [REDACTED]

email: jen@youtube.com

<http://www.youtube.com/>

From: Joanna Ging [mailto:jging@youtube.com]

Sent: Friday, December 01, 2006 1:19 PM

To: [REDACTED] 'Jen Sida'

Cc: [REDACTED]

Subject: RE: Directors Videos URL

Hi All,

Please find the screenshot of the 160x600 running.

Arthur,

Can you please confirm for me what you would like to do with the 728x90?

I'll be heading out of the office in a bit but please feel free to call me if you have any questions. Thanks!

Joanna Ging

Media Coordinator

Office: [REDACTED]

Phone: [REDACTED]

Email: jging@youtube.com

From: Crystal Harris [mailto: [REDACTED]]
Sent: Friday, December 01, 2006 12:31 PM
To: 'Joanna Ging'
Cc: [REDACTED]
Subject: RE: Directors Videos URL

Hey Joanna,

Revised files are attached.

The url is www.riseoftaj.com

Thanks,

Crystal

From: Arthur Chan [mailto: [REDACTED]]
Sent: Friday, December 01, 2006 11:36 AM
To: [REDACTED] Crystal Harris
Subject: FW: Directors Videos URL

Help..

From: Joanna Ging [mailto: jging@youtube.com]
Sent: Thursday, November 30, 2006 11:14 PM
To: [REDACTED]
Subject: RE: Directors Videos URL

Hey Arthur,

I QAed the files and a few revisions needed:

- 1) Please resize the 160x600 back up file so that it's no larger than 20K.
- 2) We required that the frame rate to be max at 18fps. Please revised the frame rate for the 160x600 swf file, it's current set at 24fps.
- 3) All animations must stop within 15 seconds. Please also fix the 160x600 so it doesn't animate beyond the 15 seconds.

Can you please also provide me the clickthru URL that you would like to use?
Thanks!

Joanna Ging

Media Coordinator

Office: [REDACTED]

Phone: [REDACTED]

Email: jging@youtube.com

From: Arthur Chan [mailto:[REDACTED]]
Sent: Thursday, November 30, 2006 6:37 PM
To: 'Joanna Ging'
Subject: FW: Directors Videos URL

From: Andrew Taylor [mailto:[REDACTED]]
Sent: Thursday, November 30, 2006 6:09 PM
To: 'Sam Cimino'; 'Jen Sida'; [REDACTED]
Cc: 'Anna Nguyen'; [REDACTED]
Subject: RE: Directors Videos URL

Hey Guys,

Attached are the 160x600 and 728x90 creative. Since we have not budgeted for these additional impressions, we hope that you can serve them and give us reporting once this campaign is completed. Regarding the videos, we will need to get back to you tomorrow...

Andrew

From: Sam Cimino [mailto:scimino@youtube.com]

Sent: Thursday, November 30, 2006 5:48 PM

To: 'Jen Sida'; [REDACTED]

Cc: 'Sam Cimino'; 'Anna Nguyen'; [REDACTED]; [REDACTED]

Subject: RE: Directors Videos URL

Hi Guys,

Just to be clear on this:

A) we've reduced the cost of your current media plan by [REDACTED]

Ok, this is a kick ass make good, guys- we' appreciate your business!

S

From: Jen Sida [mailto:jen@youtube.com]

Sent: Thursday, November 30, 2006 5:31 PM

To: 'Sam Cimino'; efoxworthy@palisadesmedia.com

Cc: 'Sam Cimino'; 'Anna Nguyen'; ataylor@palisadesmedia.com;

slim@palisadesmedia.com
Subject: RE: Directors Videos URL
Importance: High

Hi Everyone,

I have revised the IO to add the following new placements:

Directors Videos- we need the URL for this please

Videos Section- Most Viewed Roadblock Fri-Sunday 160x600- If you choose rich media you will be responsible for 3rd party fees

Director's Video Watch Page- 728x90 banner that will appear above your videos

Revised IO- please reduce all CPM"s by half for the original portion. Director's Videos are Value Ad no impressions against it. Videos section Roadblock is [REDACTED] at a [REDACTED] Directors Watch page is Value Ad, no impressions or dollars against this. I know we sign your IO so if you want me to send a revised plan let me know.

Please make sure you reply all so the appropriate people can get the correct information.

Thank you!

Jen Sida | Account Manager|

1000 Cherry Ave. 2nd Floor | San Bruno, Ca 94066

pho [REDACTED]

fax: [REDACTED]

email: jen@youtube.com

<http://www.youtube.com/>

From: Sam Cimino [mailto:scimino@youtube.com]
Sent: Thursday, November 30, 2006 5:26 PM
To: 'Jen Sida'; [REDACTED]
Cc: 'Sam Cimino'; 'Anna Nguyen'; [REDACTED]
Subject: RE: Directors Videos URL

Sorry, and Sam Lim.

From: Jen Sida [mailto:jen@youtube.com]
Sent: Thursday, November 30, 2006 5:12 PM
To: [REDACTED]
Cc: 'Sam Cimino'; 'Anna Nguyen'
Subject: Directors Videos URL

Hi Erin,

Do you have the URL for the video you want to run in this placement? Is it going to be the same trailer as today?

To confirm we will run these videos Fri-Sunday.

Thanks!

jen

Jen Sida | Account Manager |

1000 Cherry Ave. 2nd Floor | San Bruno, Ca 94066

pho [REDACTED]

fax [REDACTED]

email: jen@youtube.com

<http://www.youtube.com/>

Attachments:

image001.gif
image002.jpg