

## Digital Advertising

### Website

#### Leaderboard (728x90)

Highly visible units at top and bottom of page ..... \$3,000/month

#### Left Rail Adhesion Rectangle (300x250)

Consistent presence on the left rail as users scroll ..... \$2,500/month

#### In-Edit Rectangle (300x250)

Appears upon initial page load and consistently as users explore content (infinite scroll) ..... \$2,500/month

#### In-Edit Half Page (300x600)

Large format, prime real estate display option within page content..... \$3,500/month

#### Welcome Ad/Prestitial (640x480)

Lloads on first visit, "Sponsored Introduction" is displayed with a countdown ..... \$3,000-5,000/week

#### Floor Ad [previously called Embedded Banner Ad]

Fixed, adhesion ad unit that sits at the bottom of the page, remaining in the user's view as they scroll ..... \$4,000-5,000/week

#### Sponsored Content

Native infeed headline placement with link to native article or advertiser's site..... \$1,500/month

### Email Newsletter Advertising

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Email newsletter is sent once weekly, with the following available ad units:

728x90 ..... \$1,500/week  
180x150 (2 available per email newsletter, adjacent in middle of content scroll) ..... \$1,000/ea.

### Content Marketing

#### Content Marketing

Digital Magazine  
Pre-calendared topics, multiple underwriters ..... \$6,000/issue

Digital Magazine  
Exclusive topic addition to calendar ..... \$10,000/issue

What's Hot at SupplySide West  
Special edition Digital Magazine, multiple sponsors ..... \$3,000

Webinar  
Pre-recorded ..... \$10,000

Webinar  
Live-presentation ..... \$12,000

Whitepaper ..... \$4,500

Whitepaper upgraded for cross-brand marketing ..... \$5,500