

# Website Advertising

- Large Ad Sizes
- All Ads Above the Fold
- Branding Opportunities

## Banner Positions

### 1) Leaderboard

**Specs:** 728w x 90h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file Size 35k.

**Rate:** \$70 net CPM

### 2) Rectangle Ad

**Specs:** 300w x 250h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file size 35k.

**Rate:** \$70 net CPM

### 3) Button Ad

**Specs:** 180w x 150h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file Size 35k.

**Rate:** \$50 net CPM

### 4) Product of the Month

Put the spotlight on your company's products and services by highlighting your products on ehstoday.com for one month. Includes a 50 word product description, 125w x 125h product photo and link to your product or homepage.

**Rate:** \$525 net/month

### In Banner Registration

*EHS Today* now has the capabilities to incorporate lead generation within banner ads. Registration must be tied into an incentive such as whitepaper/case history, research, relevant article, or video...etc.

**Rate:** Additional \$15 net per lead



### What is CPM (cost per thousand)?

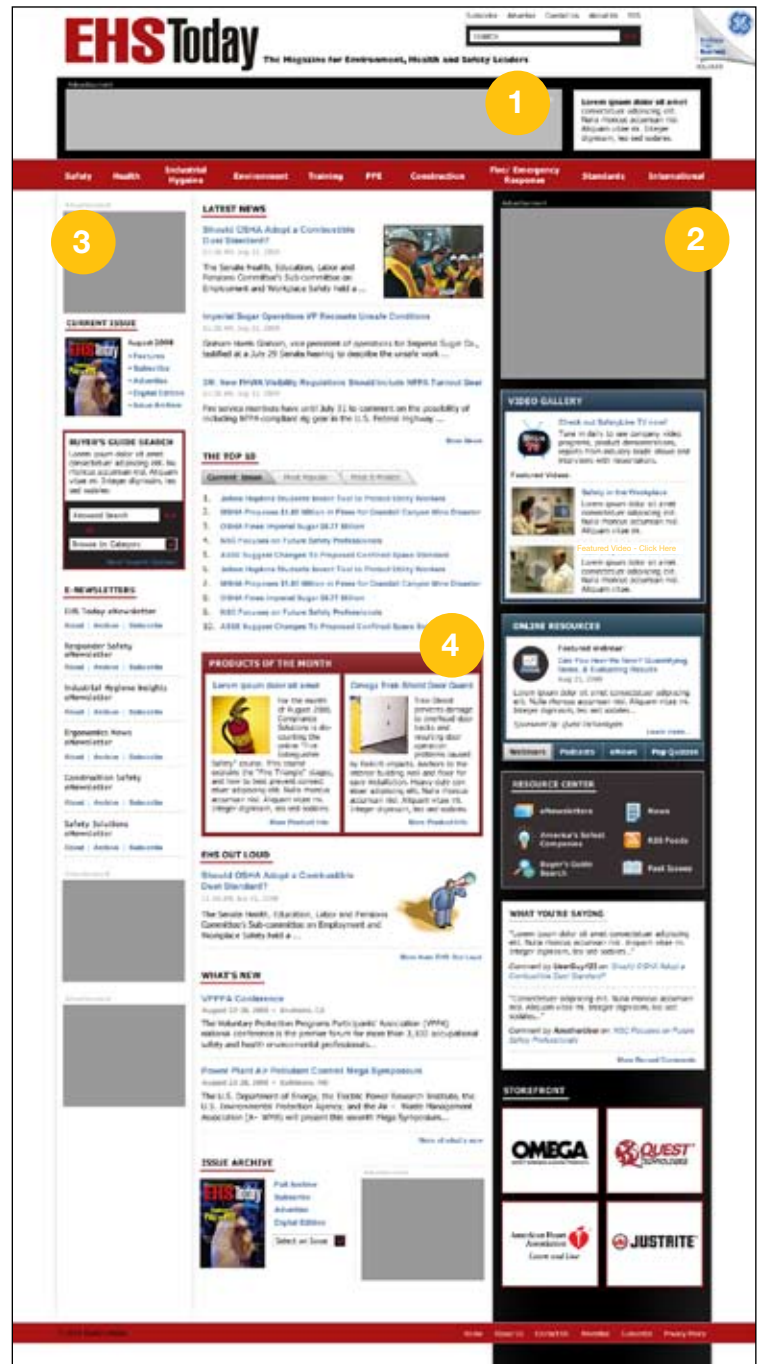
The amount an advertiser will pay for each 1,000 times the ad is shown to a digital reader.

### Why CPM is good for advertisers?

- Guarantees an advertiser a certain number of impressions per month.
- Advertisers are only paying for their exposure time.
- You can specify a campaign start and end date.
- Works for all budget sizes.

Example:

*EHS Today* has a CPM rate of \$70 net and guarantees an advertiser 45,000 impressions, the rate would be \$3,150 (\$70 CPM x 45)



**Materials and Deadlines:** Materials must be submitted at least five business days prior to the scheduled run date. Please email your creative, in accordance with the specifications for the purchased position, to Liz Bollini at liz.bollini@penton.com. Phone: 216.931.9222

# High-Impact Advertising

## Roadblock

This is the online version of an enhanced full-page print ad. Roadblocks are placed before the entry of the home page. They offer a unique platform to capture audience attention.

**Specs:** 640w x480h pixels, GIF, JPEG, Animated GIF, Flash or HTML ad accepted. Max file size 35k. Advertisers cannot buy consecutive weeks.

**Rate:** \$5,000 net/2 weeks

## Rich Media

Rich media is the use of interactivity or multimedia to give an enhanced experience to a web user. Rich Media allows you improved ad effectiveness, increased branding and higher click throughs. Pointroll, EyeBlaster or Atlas Rich Media must produce creative. Rates below do not include the creation of the ad.

## Expanding Rich Media

Always makes a huge impression. When a user rolls the mouse over the ad the banner instantly expands, exposing additional panels. The user is not redirected, but rather exposed to a page-based mini-site. When the user moves the mouse off the ad or the panel, the panels instantly disappear, permitting the user to continue viewing the original website.

**Specs:** HTML, Flash, dynamic content, video, RFQ, survey, and audio are accepted.

**Rate:** Additional \$20 net CPM

## Peel Back/Fold Over

A small fold on the upper right-hand corner of ehstoday.com promises value in a unique prominent position. Peelback ads appear on every page of ehstoday.com

**Rate:** \$3,000 net for two weeks

(does not include the cost of creating the ad)

