

Featured Suppliers

Brought to by:



Promote your Products, Catalogs and Content

What is a Featured Supplier?

It's a separate section of the website that supplies in-depth product and company information. Featured Suppliers provide in-depth information about your products or services as well as your educational editorial content and catalog(s). This program is built to drive traffic to your website.

What type of content will my Featured Suppliers contain?

- Your logo and company description.
- Up to 10 products featured (each product includes 100-word description and 180w x 150h product photo, and one product link).
- Three Catalog Spots (catalog image, 100-word description and two links).
- Five Articles/Whitepapers/Case Histories (article headline, description, and one link to PDF or website).
- Contact information.

How will Featured Suppliers be promoted?

- Online exposure for 12 months.
- Your rotating logo ad on various pages of the website
- Four newsletter ads promoting your content pages.

Rate: \$6,500 net for 12 months.
(Only \$541 per month!)

Materials and Deadlines: 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

For more information contact your local sales representative.

The screenshot displays a grid of featured supplier cards. Each card includes a logo, a brief description of the company's offerings, and a 'Learn More' link. The suppliers shown are 70E Store (fire-resistant clothing), American Red Cross (emergency preparedness solutions), Bios (flow measurement), and Omega (safety barriers and guard products).

Promotion Efforts

Ads in eNewsletters

The screenshot shows an eNewsletter ad for 70E Store. It features the company logo, a short description of their fire-resistant clothing, and a 'CLICK HERE to view their most recent catalogs' link. A callout box highlights 'FEATURED CONTENT' including 'View Cogan's Products and Spec Sheets', 'View mezzanine, security cage, partition system, industrial locker or security barrier', and 'View Cogan's Products'.

Run-of-Site logos

A grid of six logos for featured suppliers: CEC Combustion Services Group, Bulwark FR, 70E Store, OMEGA, JUSTRITE, and American Red Cross.

Featured Suppliers is offered on these publications websites:

