

# Gain Maximum Brand Exposure

## ROS Banners

### Leaderboard ( 728 x 90 pixels )

A Leaderboard is a “supersized” banner that appears at the top of the page, directly within the user’s view.

INVESTMENT: \$120 NET CPM\*

### Rectangle ( 300 x 250 pixels )

A Rectangle ad is a powerful creative option for your campaign, giving you a highly prominent position.

INVESTMENT: \$120 NET CPM\*

### Skyscraper ( 160 x 600 pixels )

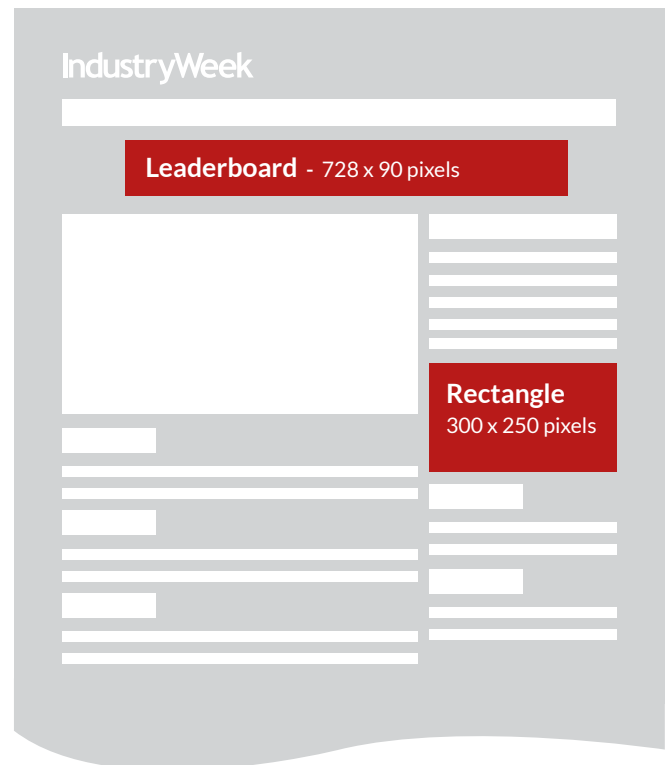
A Skyscraper is a dynamic and highly visible way to place your message on IndustryWeek’s home page, category & subcategory pages.

INVESTMENT: \$120 NET CPM\*

### Half Page ( 300 x 600 pixels )

The Half Page Ad is a high impact ad unit that receives high click through rates.

INVESTMENT: \$175 NET CPM\*



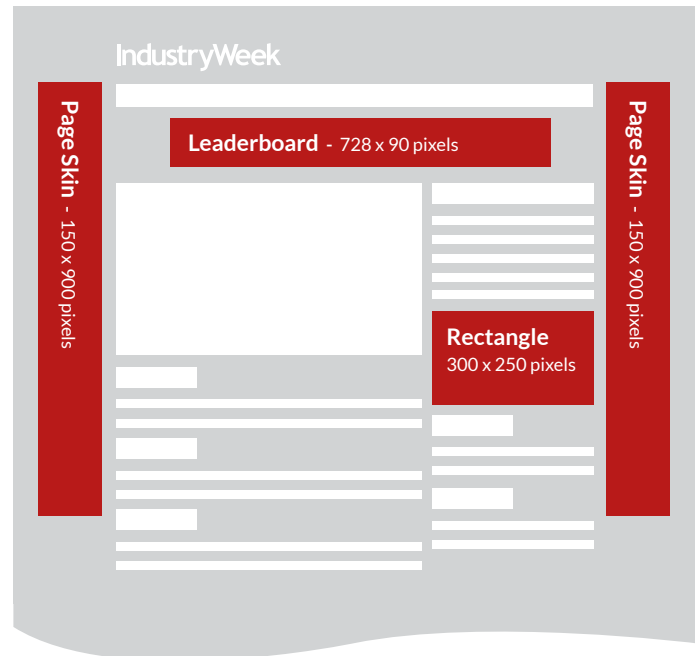
\* Cost per thousand impressions calculation example: If you purchase 50,000 impressions and your CPM is \$120, then your campaign cost is  $50 \times \$120 = \$6,000$

# Capture 100% Share Of Voice

## Page Domination

Page Domination gives you the high messaging impact on IndustryWeek.com. Your ads cannot be missed, which generates higher levels of engagement and higher click-through rates – because your ads appear simultaneously in three different positions on the page. Your purchased impressions are divided equally among the three different ad units:

- Page Skin (150x900 on left of page and 150x900 on right of page)
- Leaderboard (728x90 at top of page)
- Rectangle (300x250 in right rail)



## Homepage Domination

Homepage Domination runs exclusively on IndustryWeek.com's most prominent page. It is an exclusive placement (approximately 45,000 impressions) for an entire calendar month.

**INVESTMENT: \$200 CPM X 45,000 IMPRESSIONS = \$9,000 NET PER MONTH**

## Site Domination

Site Domination takes advantage of the whole website, appearing on pages throughout IndustryWeek.com other than the homepage. These have no time or quantity restrictions.

**INVESTMENT: \$180 NET CPM**

# Put Your Brand In The Spotlight

## Interactive Website Advertising

### Pushdown

The Pushdown ad allows you to tell your company's story in a seamless, attention grabbing way, through videos, photos, and animation. This large 970x90 banner pushes down site content to expand to 970x415. Key features include:

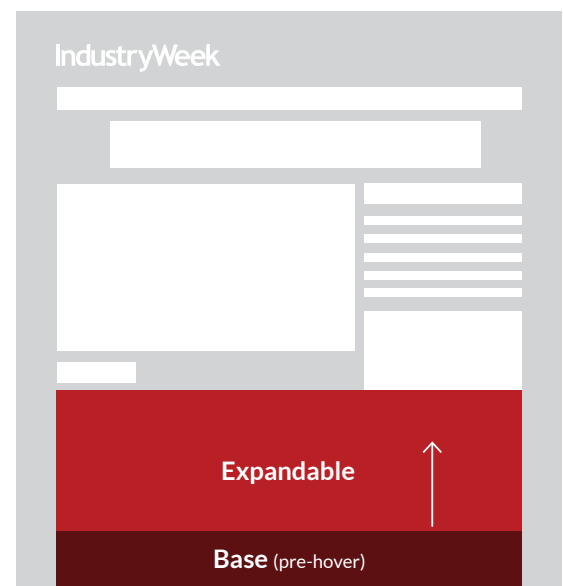
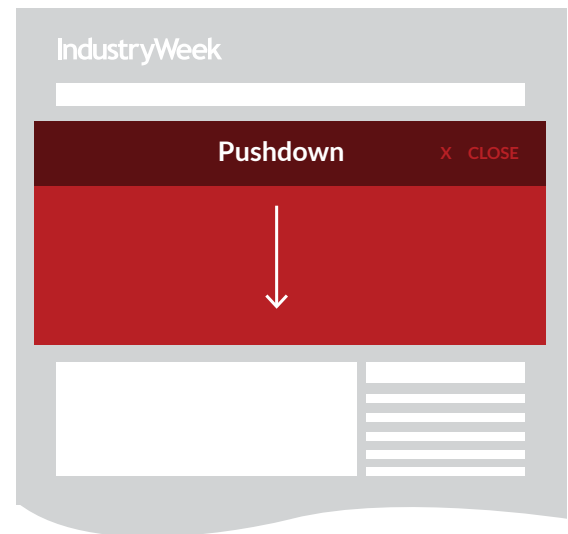
- Full, rich media interactivity
- Auto-expanding canvas
- Seamlessly retracts after a set period, or if the user opts to close the ad
- Full support in ad creation

INVESTMENT: \$185 CPM

### Floor Ad

The Floor Ad is one of the newest premium Rich Media offerings from IndustryWeek. The Floor Ad is a fixed, adhesion ad unit that sits at the bottom of the browser, remaining persistently in the user's view even as they scroll down on the page. The Floor Ad begins as a collapsed 960x90 unit but on click or extended hover, the ad spawns a 960x275 canvas that can support social, video, images and custom content integrations.

INVESTMENT: \$210 CPM



# Interactive Website Advertising (continued)

## Sidekick

The Sidekick is no ordinary Half Page Ad. Starting out at 300x600 pixels, the Sidekick “kicks” out to the side of the site’s browser, offering an expanded, interactive experience. A large canvas with rich creative possibilities is delivered giving the viewer control of the ad experience.

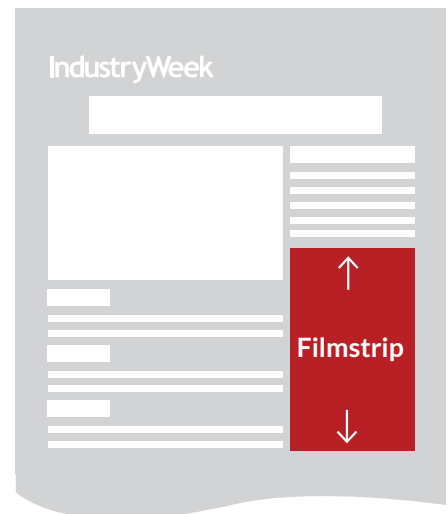
INVESTMENT: \$185 CPM



## Filmstrip

The Filmstrip enables enhanced storytelling within a single ad creative. Viewable through a standard 300x600 window, these 300x3000 ad units are fully controlled by the user, offering an engaging and wide range of displayed content. Simple engagement features include scroll, click, hover, and touch; allowing the user to explore up to five different segments of the full creative.

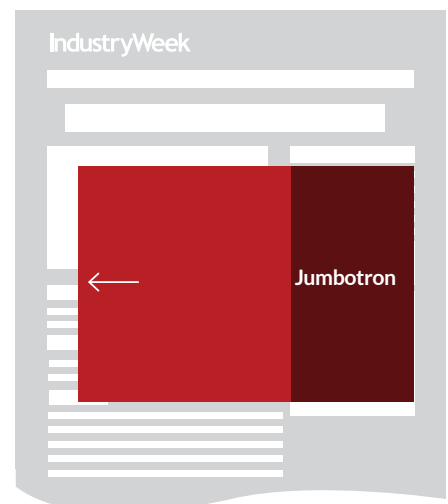
INVESTMENT: \$185 CPM



## Jumbotron

The Jumbotron is an innovative and high-impact ad that engages the audience and tells your company’s story. Seamlessly start as a half page ad that expands into one of our largest canvases. The Jumbotron opens onto site content displaying your videos, photos, animation, product specs, image gallery and more.

INVESTMENT: \$185 NET CPM



## Interactive Website Advertising (continued)

### In-banner video

Create an interactive experience with your latest product demonstration or your latest branding video. This powerful position allows sponsor's to engage the audience and leave a long lasting impression.

**INVESTMENT: \$120 NET CPM**



### In-Article Videos

Provide an interactive experience to potential clients with our new in-article videos. Utilize this high-impact placement to generate brand awareness within an editorial article 500 words or more. Your company's video is placed directly into the top half of the article and automatically plays once as the user scrolls down to read. Audio is enabled as the user's cursor is placed over the video. Simple engagement features include click, hover, and touch and volume control.

**INVESTMENT: \$190 CPM**



Materials must be submitted at least 10 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

# Expand Your Advertising Campaign

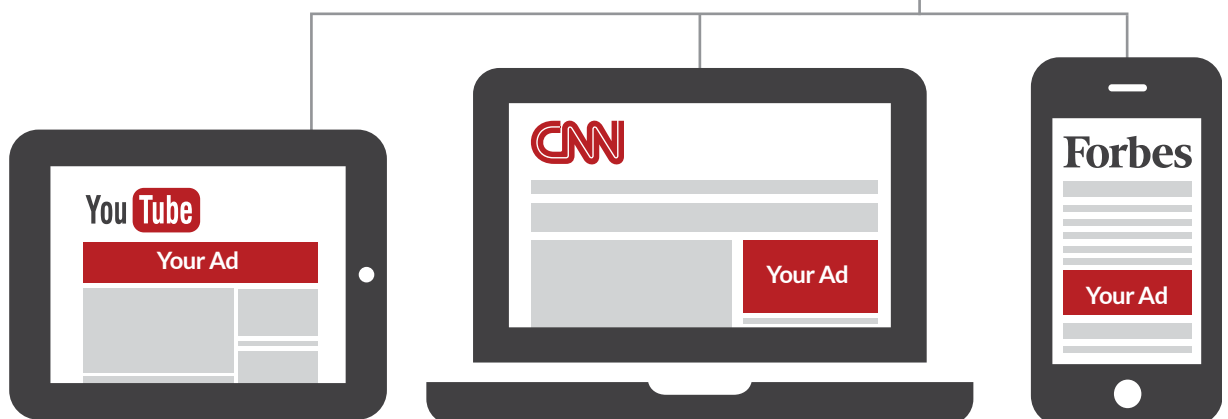
## Audience Extension

IndustryWeek audience extension allows you to reach the IW audience when they're not on IndustryWeek.com. Your ad will continue to appear to the users of IndustryWeek.com even after they have left, reinforcing your message to IW's buyers and decision makers on a larger scale.

- Recapture your audience's attention to boost brand awareness and stay top of mind
- Increase ROI by serving focused ads to a pre-qualified audience
- Ensure your ads appear only on high quality websites such as CNN.com, NYTimes.com, USAToday.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more



INVESTMENT: \$40 CPM  
MINIMUM 75,000 IMPRESSIONS



# Reach Your Audience On-The-Go

## Mobile

IndustryWeek's mobile advertising allows you to communicate your message to manufacturing professionals anywhere, anytime through smartphone and tablet devices. Mobile users are automatically redirected to [m.industryweek.com](http://m.industryweek.com), IndustryWeek's optimized, mobile site.

With two unique opportunities, you can capture 100% share of voice with the smartphone-only 320x50 banner appearing on every page of the mobile website or run targeted banner ads displaying your message on category and article pages.

**INVESTMENT: EXCLUSIVE AD PLACEMENT (320 X 50 PIXELS): \$2,800 MONTH  
ROS TARGETED BANNER ADS (728 X 90 & 300 X 250 PIXELS): \$80 CPM**



# Align Your Marketing Message With A Website Topic

## Category Sponsorship

IndustryWeek category pages quickly connect our readers with critical and timely news, trends, best practices and commentary on key industry topics. Associate your company's name, logo, and message with one of the 9 primary categories on IndustryWeek.com.

A category sponsorship is the ideal way to own a vertical topic on industryweek.com, reinforcing your company as a subject matter expert.

Your category sponsorship consists of two elements:

- Sponsorship block featuring your logo, headline, and description will appear on all pages within that category including articles, news items, and category navigation pages. In addition, add a link to your whitepaper or case study.
- 1 week of every month during your sponsorship you will receive a dominant page skin on your sponsored category page.

### CATEGORIES AVAILABLE FOR SPONSORSHIP

#### Platinum Sponsorship

Leadership  
Global Economy  
Operations  
Supply Chain  
Technology  
Workforce

INVESTMENT: \$3,500 PER MONTH

#### Gold Sponsorship

Finance  
Innovation  
Expansion Management

INVESTMENT: \$2,000 PER MONTH



# Be Recognized As An Expert

## Branded Topic Channel

A Branded Topic Channel combines high impact page domination advertising and the opportunity to include your meaningful content next to IndustryWeek's award winning editorial. All the information on your Branded Topic Channel will be aligned with the topic of your choosing. This 6 month marketing campaign will drive visibility to your services, products, videos, infographics, research and more.

You will receive:

- Dynamic carousel to showcase your featured content
- IndustryWeek content updated on a regular basis
- Ability to update content assets as appropriate during 6 month timeframe
- 2 custom topic eNewsletters
- Branded Topic Channel promoted in IW eNewsletters and house ads
- Your leaderboard and rectangle ads will appear on all article and news pages associated with your branded topic channel

Optional Enhancements:

- Custom content creation
- High impact or rich media ad units
- Sponsored blog
- Twitter feed integration
- Additional targeted custom topic eNewsletters
- Extend your campaign 6 additional months