

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: \$60 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: \$60 NET CPM

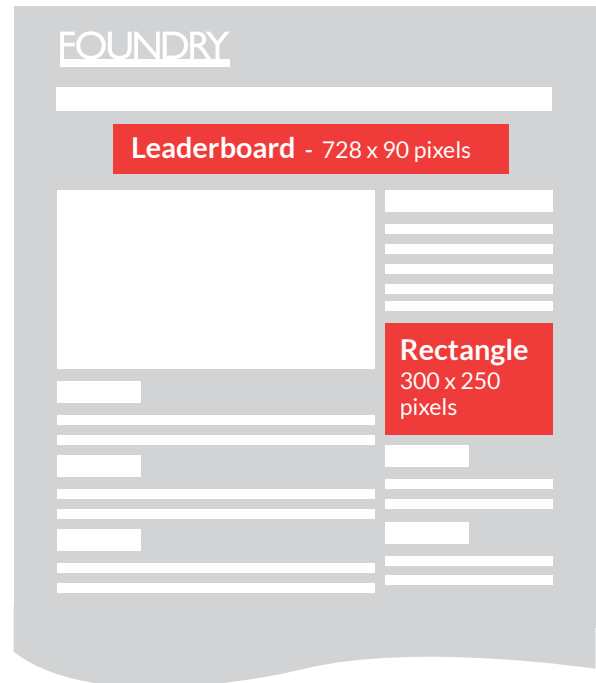
Half Page (300 x 600 pixels)

The Half Page Ad is a very large format ad unit that is impactful and receives high click through rates.

INVESTMENT: \$85 NET CPM

Cost per thousand impressions calculation example: If you purchase 50,000 impressions and your CPM is \$85, then your campaign cost is $50 \times 85 = \$4,250$

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.



Capture 100% Share Of Voice

Website Advertising

Homepage Domination

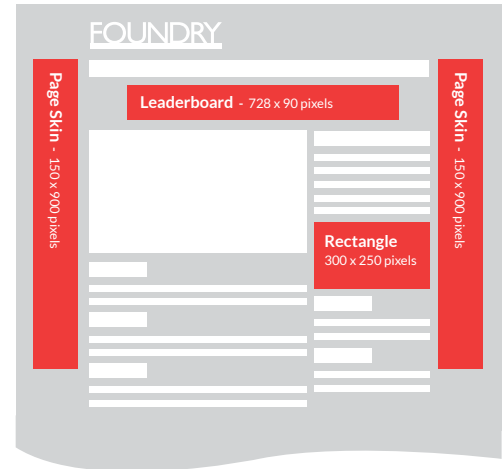
Homepage Domination gives you high messaging impact on Foundrymag.com. Your ads cannot be missed - which generates higher levels of engagement and higher click-through rates - because your ads appear simultaneously in three different positions on the page. Your purchased impressions are divided equally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

- Page Skin (150 x 900 on left of page and 150 x 900 on right of page)
- Leaderboard (728 x 90 px at top of page)
- Rectangle (300 x 250 in right rail)

Home page domination must be purchased for two consecutive weeks.

Advertiser can expect approximately 3,750 impressions.

INVESTMENT: \$1,100 NET / 2 WEEKS

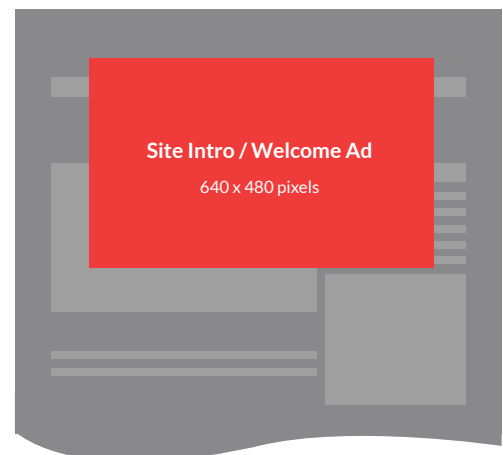


Site Intro / Welcome Ads

Site Intro / Welcome ads are placed before the entry of Foundrymag.com. They offer a unique platform to capture audience attention. Must be purchased for two consecutive weeks. Advertiser can expect approximately 5,000 impressions.

INVESTMENT: \$2,000 NET / 2 WEEKS

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.



Put Your Brand In The Spotlight

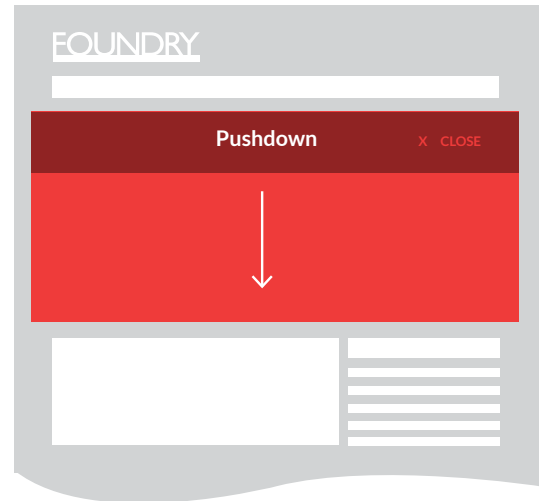
Interactive Website Advertising

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: \$140 CPM

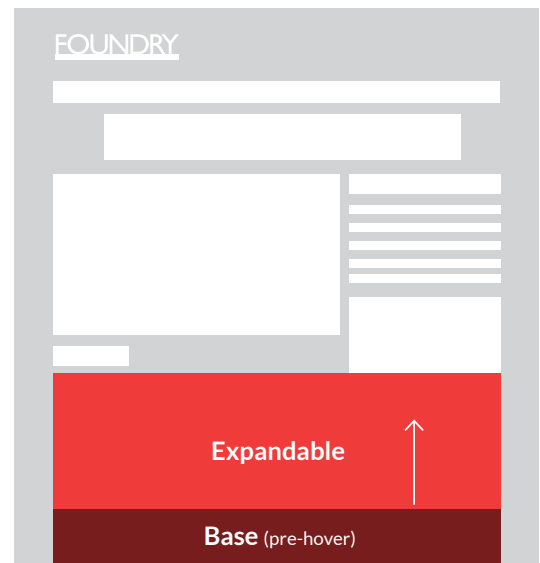


Floor Ad

The Floor Ad is one of the newest premium Rich Media offerings from Foundry. 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: \$160 CPM

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.



Interactive Website Advertising (continued)

Sidekick

The Sidekick is no ordinary Half Page Ad. Starting out at 300 x 600 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.

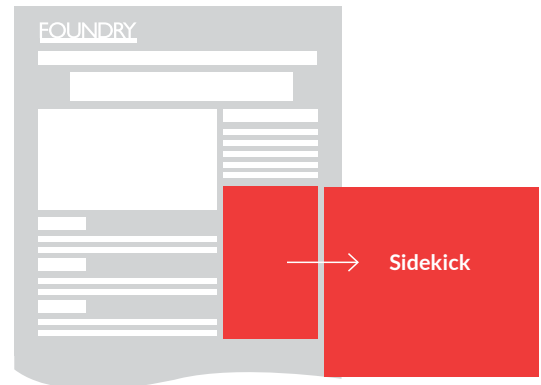
INVESTMENT: \$140 CPM



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: \$140 CPM



Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

Interactive Website Advertising (continued)

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: \$140 CPM

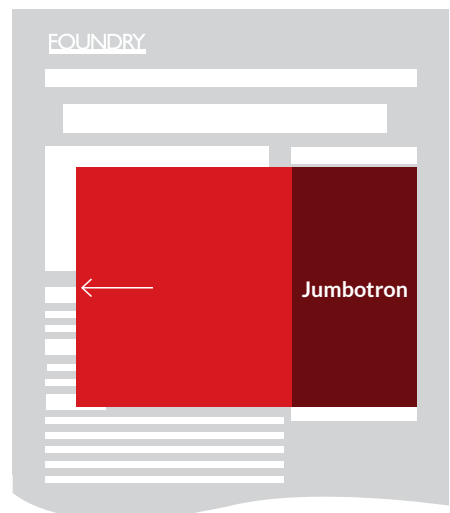


Jumbotron

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: \$140 NET 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.

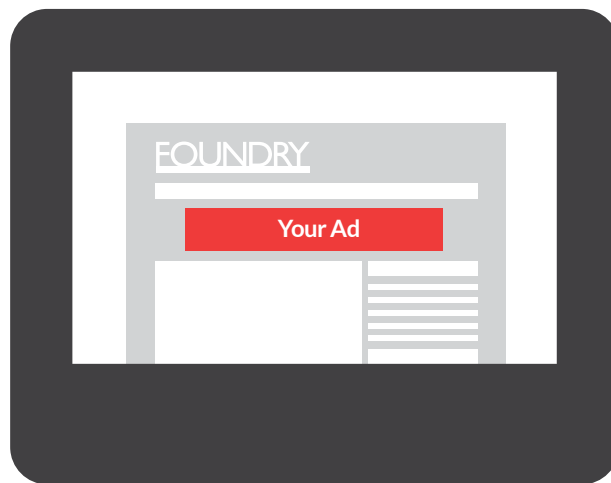


Expand Your Advertising Campaign

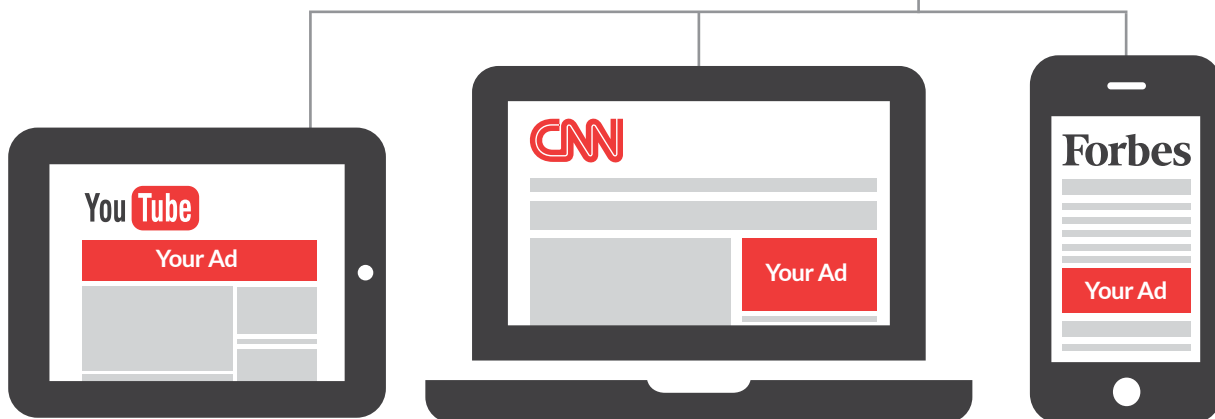
Audience Extension

Foundry audience extension allows you to reach the Foundry audience when they're not on Foundrymag.com. Your ad will continue to appear to the users of Foundrymag.com even after they have left reinforcing your message to 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, USA Today.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more



INVESTMENT: \$30 CPM
MINIMUM 45,000 IMPRESSIONS



Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

Reach Your Audience On-The-Go

Mobile

Foundry's mobile advertising allows you to communicate your message to foundry professionals anywhere, anytime through smartphone and tablet devices. Mobile users are automatically redirected to m.foundrymag.com, Foundry's optimized, mobile site. Dominate mobile/tablet advertising by being the exclusive banner sponsor.

INVESTMENT: EXCLUSIVE AD PLACEMENT & MOBILE ROS (320 X 50): \$750 / MONTH

Materials must be submitted at least 7 business days prior to the scheduled run date.
Please email your creative in accordance with the specifications for the purchased position.

