

## DISTRIBUTION

- ▶ **30%** average open rate
- ▶ engaged audience of **EXECS**
- ▶ exclusive coverage
- ▶ daily, weekly, European editions
- ▶ trade show news from the official source

## AVAILABLE ADS



**MULTIPLE LOCATIONS AVAILABLE - INQUIRE WITH AD SALES TEAM FOR AVAILABILITY**

## AD RATES & SPECS E-NEWSLETTER

AD TYPE	SIZE	NON-PEAK monthly/weekly	PEAK* monthly/weekly
<b>Exclusive Sponsor</b> (Weekly, Euro or Special Ed.)	leaderboard, skyscraper + optional text, big box	\$5,575/1,950	\$6,690/2,340
<b>Sponsorship</b>	leaderboard + top text ad	\$5,575/1,950	\$6,690/2,340
<b>Leaderboard</b>	728 x 90px	\$3,850/1,350	\$4,620/1,620
<b>Big Box</b> (premium)	300 x 250px	\$4,150/2,105	\$4,780/2,330
<b>Big Box</b>	300 x 250px	\$3,150/1,105	\$3,780/1,330
<b>Text</b>	75/50 words	\$2,725/955	\$3,270/1,145

## SPECS

### -DISPLAY ADS-

Accepted File Types: GIF, animated GIF, PNG, JPG

Max file size: 30kb

1 URL

### -TEXT ADS-

6 word title, 75 word body or 50 word body w/ logo

1 URL

Note: Artwork that does not conform to these specifications can affect performance or reduce the effectiveness of an ad campaign, and therefore will not be posted. All creative is subject to editorial approval. All artwork is due the Wednesday prior to the week the e-news is going out. The creative will be served from our servers. Creative changes must be received in writing (e-mail). All banner ad performance is monitored by Web Ops Team and served through OAS 24/7 Real Media Ad Server.

## AD RATES & SPECS DIGITAL REPORTS

AD TYPE	SIZE	YEAR-ROUND
<b>Exclusive Sponsor</b>	leaderboard	\$12,105
<b>Spread</b>	two full page ads	\$5,200
<b>Full Page</b>	one full page ad	\$3,150

**\*PEAK Months: April, May, September, October**

Prices are set in U.S. dollars and conversions are updated yearly based on current market rates. For rates in other currencies please enquire with sales.

**SUBMIT FILES:**  
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