

Gain Maximum Brand Exposure

ROS Banners

ROS Top/Interscroller/Rich Media Top

(728 x 90 pixels)

“Supersized” banner that appears at the top of the page, directly within the user’s view

ROS TOP: \$60 NET CPM

ROS INTERSCROLLER: \$60 CPM

ROS RICH MEDIA TOP (“PUSHDOWN”): \$110 CPM

ROS Anchored Top Left/Right

(300 x 250 pixels)

Powerful creative option for your campaign, giving you a highly prominent position

ROS ANCHORED TOP LEFT: \$60 CPM

ROS RIGHT: \$60 CPM

ROS Right/Rich Media Right

(300 x 600 pixels)

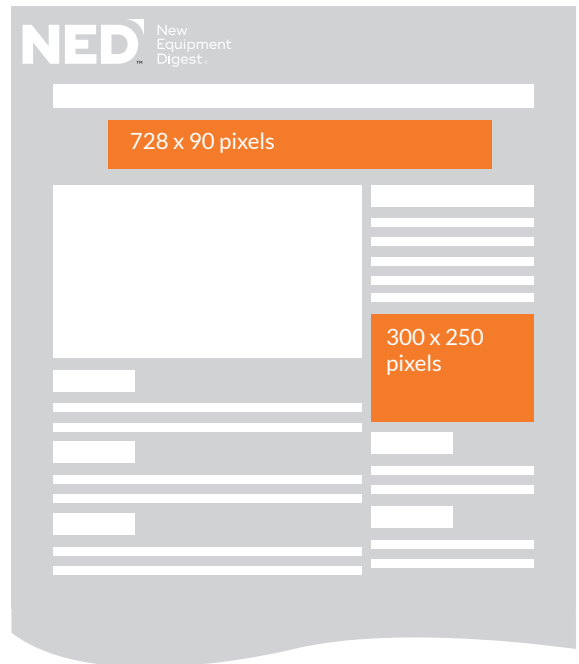
Large format ad unit that is impactful and receives high click through rates

ROS ANCHORED TOP LEFT: \$90 CPM

ROS RIGHT: \$90 CPM

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

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.



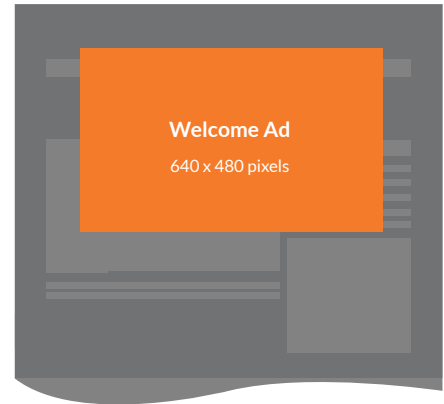
Capture 100% Share Of Voice

Website Advertising

Welcome Ads

Welcome ads are placed before the entry of NewEquipment.com. They offer a unique platform to capture audience attention. Must be purchased for two consecutive weeks. Advertiser can expect approximately 25,000 impressions.

RATE: \$6,000 NET / 2 WEEKS



Slideshow Galleries

Allow NED to turn your content or products into a gallery. Provide 5-10 images highlighting your latest products and cutting edge technology and receive 100% share of voice. Sponsor will receive all content in the gallery, the 300x250 ad unit, 728x90 ad unit, gallery interstitial, and the gallery banner for maximum exposure and visibility. Gallery will be promoted a minimum of 2X in the NED Industry Insider eNewsletter.

RATE: \$5,000 (6-8 SLIDES)



Native Advertising

Native advertising runs like an ad, but looks like an article and infeed headline. Use your content or content developed exclusively by our experts for brand building and thought leadership. Your article is promoted with a prominent headline infeed and as sponsored content running alongside other brand related articles.

RATE: \$30 CPM

Website Advertising

In-article video

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.

RATE: \$110 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.