

# 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: \$75 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: \$75 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: \$120 NET CPM**

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

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.



# Expand Your Advertising Campaign

## Audience Extension

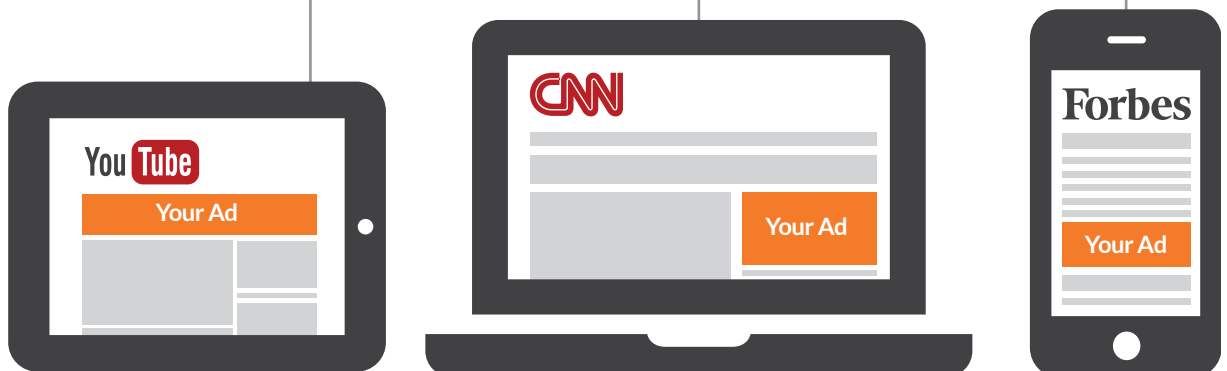
New Equipment Digest's audience extension allows you to reach the New Equipment Digest audience when they're not on NewEquipment.com. Your ad will continue to appear to the users of newequipment.com even after they have left reinforcing your message to buyers and decision makers on a larger scale.

- 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, USAToday.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more



INVESTMENT: \$40 NET

MINIMUM 75,000 IMPRESSIONS



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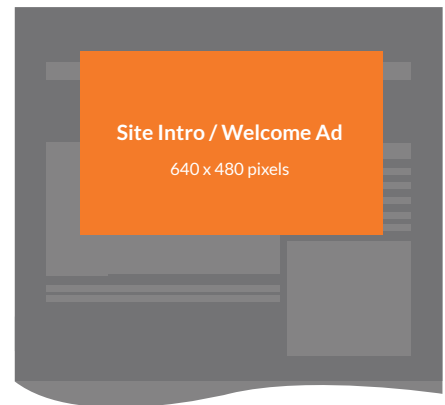
# Capture 100% Share Of Voice

## Website Advertising

### Site Intro / Welcome Ads

Site Intro/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.

**INVESTMENT: \$6,000 NET / 2 WEEKS**



### Page wrap

You'll capture audience attention with his high impact, visually engaging ad experience. The Page Wrap surrounds the webpage giving your brand's message a strong presence on our site.

**INVESTMENT: \$160 NET CPM**



### Floor/Footnote Ad

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 NET CPM**



# Put Your Brand In The Spotlight

## Interactive Website Advertising

### Slide Show

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.

INVESTMENT: \$5,000 NET

### Pushdown

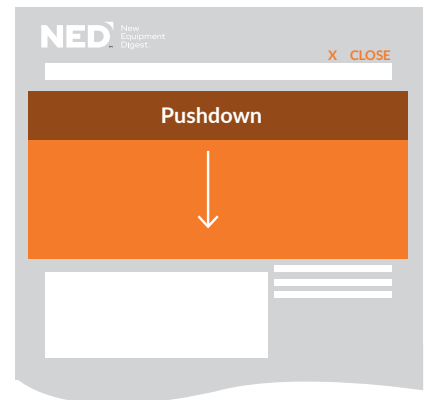
The Pushdown ad allows you to tell your company's story in a seamless, attention grabbing way, through videos, photos, and animation. This large 970x90 banner pushes down site content to expand to 970x415.

INVESTMENT: \$140 NET CPM

### Canopy

The Canopy grabs audience attention by engaging through videos, photos, and animation. The Canopy starts as a standard 728x90 leaderboard and expands into site content into a large 920x250 showcase to leverage your brand content. As the user continues to scroll to site content the advertisement will lock at the top of browser consistently staying in view, creating a persistent presence. The perfect solution for new product demonstrations and relaying your brand messaging.

INVESTMENT: \$140 NET CPM



# Interactive Website Advertising

## 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 NET CPM**



## 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 NET 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**



# Interactive Website Advertising

## In-article expandable

The In-Article Expandable unit is highly visible as it is positioned between two articles. Unit starts as a 728x90 leaderboard, and at user click, expands over the article area to 970x700. Leverage your lead generation solutions, product demonstrations, product specs and more to engage the audience. The In-Article Expandable provides in-stream branding, and is viewable within editorial content, creating a meaningful content marketing solution.

**INVESTMENT: \$145 NET CPM**

## 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.

**INVESTMENT: \$110 NET CPM**

## 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: \$90 NET 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.

