

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: \$110 NET CPM

ROS INTERSCROLLER: \$110 CPM

ROS RICH MEDIA TOP (“PUSHDOWN”): \$140 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: \$110 CPM

ROS RIGHT: \$110 CPM

ROS Right/Rich Media Right

(300 x 600 pixels)

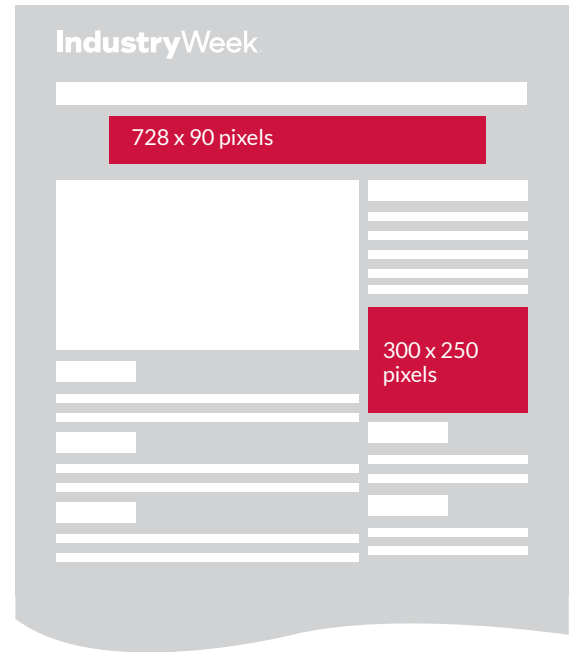
Large format ad unit that is impactful and receives high click through rates

ROS ANCHORED TOP LEFT: \$150 CPM

ROS RIGHT: \$150 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.

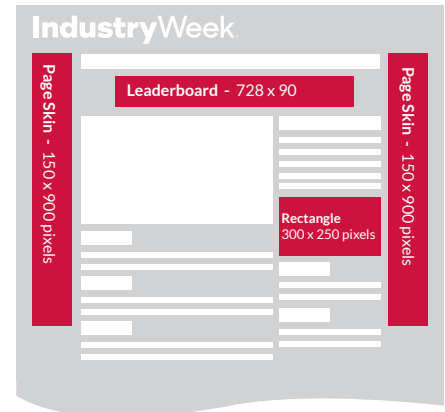


Capture 100% Share Of Voice

Page Domination

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

- Home Page Domination – runs exclusively on the brand’s most prominent page for an entire calendar month; includes 300 x 250 pixels (left & right)
- Site Domination – takes advantage of the whole website, appearing on pages throughout the site other than the homepage; these have no time or quantity restrictions (top leaderboard & site skin)



HOME PAGE DOMINATION: \$5,000/2 WEEKS

SITE DOMINATION: \$180 CPM

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: \$40 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.

Website Advertising

Slideshow Galleries

Allow IndustryWeek 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 Continuous Improvement eNewsletter.

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



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.

RATE: \$110 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.

Align Your Marketing Message With A Website Topic

Category Domination 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 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.

RATE: \$2,500 / 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.

CATEGORIES

Talent
Technology & IIoT
Operations
Leadership
Supply Chain
The Economy

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 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

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.