

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: \$50 NET CPM

ROS INTERSCROLLER: \$50 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: \$50 CPM

ROS RIGHT: \$50 CPM

ROS Right/Rich Media Right

(300 x 600 pixels)

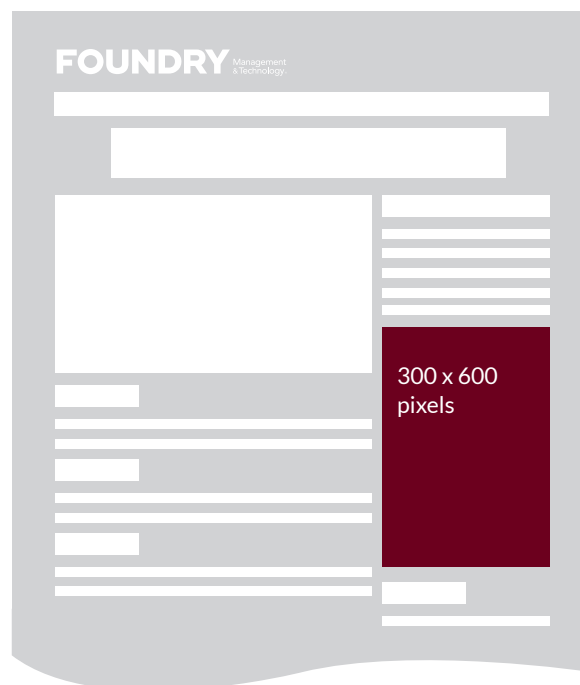
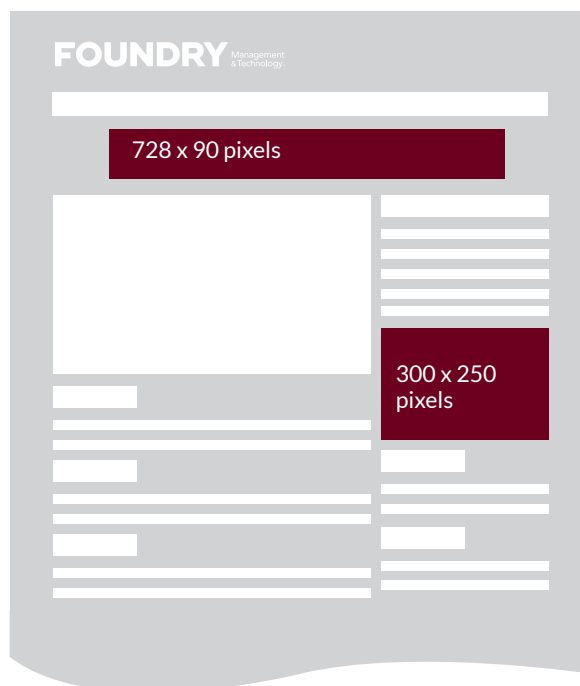
Large format ad unit that is impactful and receives high click through rates

ROS ANCHORED TOP LEFT: \$75 CPM

ROS RIGHT: \$75 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.



Capture 100% Share Of Voice

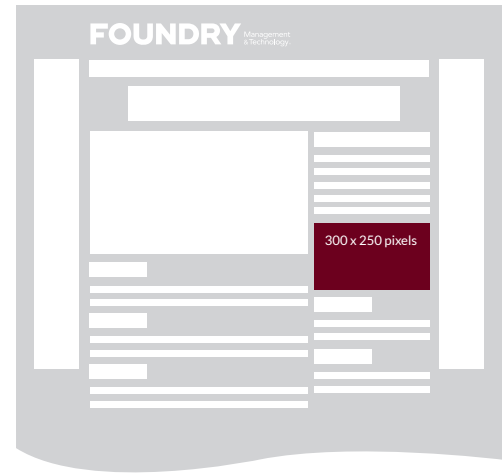
Website Advertising

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)

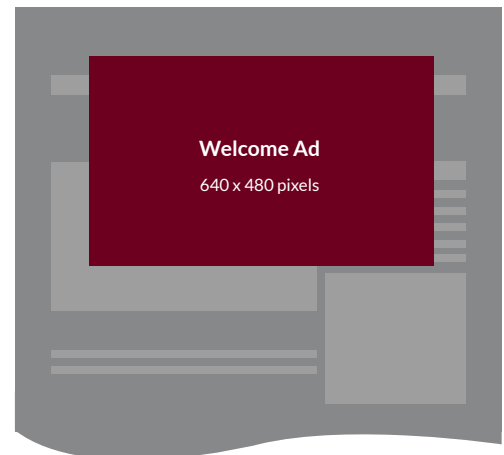
HOME PAGE DOMINATION: \$1,100 / 2 WEEKS



Welcome Ads

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



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: \$25 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 Foundry 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 Foundry Metalcasting Weekly 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.

INVESTMENT: \$110 CPM

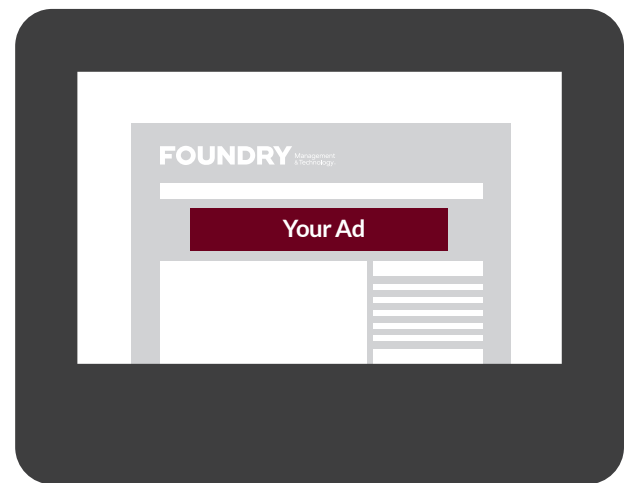


Expand Your Advertising Campaign

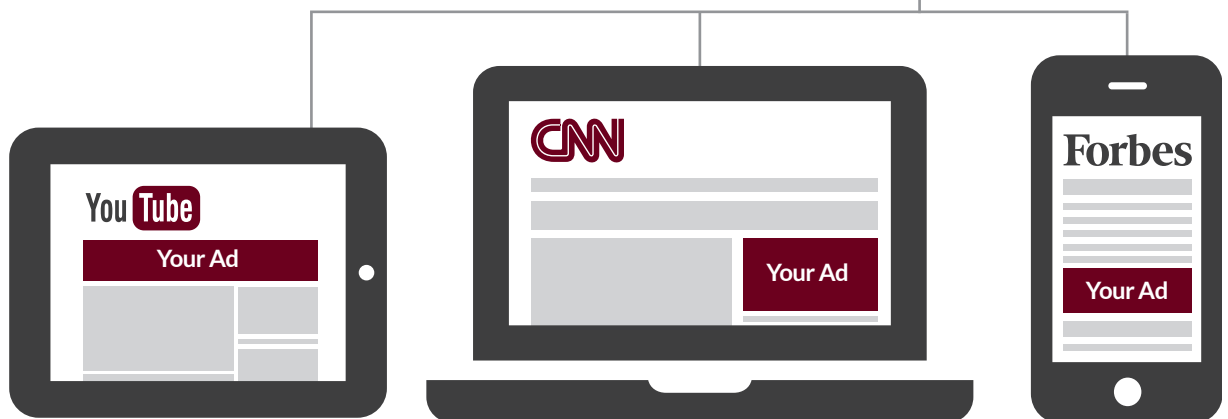
Audience Extension

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.

Be Recognized As An Expert

Category Domination Sponsorship

Foundry's 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 nine primary categories on foundrymag.com.

A category sponsorship is the ideal way to own a vertical topic on ehstoday.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: \$800 / 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.

CATEGORIES

Finishing
Materials
Melt/Pour
Molds/Cores
Shakeout
Simulation/IT
Testing QC
Purchasing and MRO